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October 27, 2016

TO: Each Supervisor

FROM: Cynthia A. Harding, M.P.H.
Interim Director

A handwritten signature in black ink that reads "Cynthia A. Harding".

SUBJECT: **RESPONSE TO A MOTION BY SUPERVISOR MICHAEL D. ANTONOVICH ON THE COLLECTION AND DISPOSAL OF UNWANTED PHARMACEUTICAL DRUGS AND SHARPS (JUNE 14, 2016 AGENDA ITEM NOS. R-1, 22, AND 73)**

On June 14, 2016, the Board of Supervisors approved a motion that directed the County Extended Producer Responsibility (EPR) Working Group to:

1. Work with the stakeholders to implement and immediately launch, in accordance with the recommendations in Option 1 of the June 7, 2016 report to the Board:
 - a. A public education and outreach campaign approved by the Director of Public Health; and
 - b. Quarterly collection take-back event days;
2. Work with Walgreens in order to assess the performance of Walgreens' 24-hour kiosks, and report back on any established benchmarks and best practices that may have been developed as a result of the take-back operation within its pharmacies;
3. Report back with a status report in 60 days; and provide a final report evaluating the implementation of the education and outreach campaign and quarterly take-back event days, and include benchmarks that measure the effectiveness of these activities; and
4. Present findings and recommendations resulting from the EPR Working Group's evaluation at the Board's November 1, 2016 meeting.

Implementation of Public Education and Outreach Campaign and Quarterly Take-Back Event Days

Pursuant to the Board Motion and Option 1, the EPR Working Group worked with representatives of the Pharmaceutical and Sharps Industry (Industry) with the goal of launching a public education and outreach campaign, implementing quarterly take-back event days, and developing benchmarks that measure the effectiveness of these activities. Attachment I provides a chronology of meetings, e-mails, and correspondence. However, the Industry's proposal (Attachment II) was not approved by the Director of the Department of Public Health (DPH) (Attachment III) because it did not meet the requirements of the Board Motion; therefore, the Board Motion and the components of Option 1 have not been implemented to date.

Walgreens Medication Disposal Kiosk Program

On August 12, 2016 the EPR Working Group received information from Walgreens regarding their safe medication disposal kiosk program. Walgreens shared preliminary data on the pounds of medications collected at their seven locations through the end of July 2016, but indicated that they have not yet established benchmarks as they are still in the roll-out phase. Walgreens also indicated that they have partnered with the California Product Stewardship Council and other nonprofit and government organizations to publicize the kiosk locations. See Results of Walgreens' Kiosk Program in Local Pharmacies on page 5 of this report for additional information regarding Walgreens' take-back program.

60-Day Report Back

Per the Board's direction, on August 15, 2016 the EPR Working Group provided a report to the Board that summarized the EPR Working Group's work with the Industry to implement and launch a public education and outreach campaign and quarterly take-back event days (Attachment IV). The report highlighted:

- Communications between the EPR Working Group and Industry through correspondence, e-mails, conference calls and meetings.
- Guidance documents provided to Industry to assist them in submitting plans that would meet the requirements of the Motion, consistent with the requirements of Option 1.
- The 10 unincorporated area locations and maps in the five Supervisorial Districts for the take-back event days.
- Industry's proposal that the Sheriff's Department operationalize the take-back event days required by the Motion, supported by an Industry grant of \$200,000. Note that the Sheriff declined Industry's grant offer.
- Walgreens' data that would be reviewed by the EPR Working Group.
- The EPR Working Group's next steps to review revised Industry plans and report back to the Board on the first take-back event day, and the initiation of the Industry's education and outreach campaign upon approval by the Director of Public Health.

Updates Since the August 15, 2016 60-Day Report

Industry Plans and EPR Working Group Response

In response to the Industry's initial submittal of its draft plans, the EPR Working Group held a meeting with Industry on July 21, 2016 to discuss its preliminary submittal and provide key revisions that needed to be addressed in the plans. On August 12, 2016, the EPR Working Group received Industry's revised Education and Outreach Campaign Plan, Quarterly Take-Back Event Days Plan, and Benchmarks and Outcome Measurements Plan. The plans were evaluated to determine if they met, partially met, or did not meet the requirements specified in the June 14, 2016 Board Motion. After careful review by the EPR Working Group, it was determined that the plans could not be approved because they did not meet the requirements of the Board Motion in several ways, which are detailed below.

- The education and outreach campaign continued to promote "in home" disposal and did not target the 300,000 households in the unincorporated areas;
- The take-back event days plan placed sole responsibility on the Sheriff's Department to organize, plan, and conduct the events; did not provide an alternative plan for the operation of the take-back event days in the event the Sheriff did not want to assume this responsibility; lacked sufficient detail about the collection, transportation, and disposal of the collected medicines and sharps; and did not identify event sites within the 10 recommended unincorporated area communities across the five Supervisorial Districts.
- Benchmarks were not established to measure the effectiveness of the education and outreach efforts and take-back event days in the unincorporated areas.

On August 26, 2016, DPH notified Industry that the plans could not be approved because they did not meet requirements specified in the Board Motion. Industry was also provided with Plan Correction Sheets that identified those components that met, did not meet, or only partially met, the requirements of the Motion and Option 1 as well as recommendations for how Industry could strengthen its proposal for resubmittal. The letter also explained that although the Sheriff would not accept sole responsibility for organizing, facilitating, and managing the take-back event days, the Sheriff remained committed to providing oversight and monitoring of Industry hosted events upon agreement for cost reimbursement. Lastly, the EPR Working Group offered to be available for a conference call to answer questions and provide additional information regarding Industry's resubmission. The EPR Working Group did not receive a response to the Director of Public Health's August 26, 2016 letter, and to date Industry has not resubmitted their plans for review and approval by DPH.

Communications with Board Deputies and Industry

On September 16, 2016, Industry sent letters to each Board office (Attachment V) indicating, among other things, that they had "developed a detailed plan to implement the motion...that the EPR working group staff rejected the components of [the] plan, even though it fulfilled the intent of the motion...and that the EPR working group is unwilling to work with [them] to find consensus on the plan." Additionally, the letter indicated that Industry planned to launch its MyOldMedsLA campaign in Los Angeles in October and would "offer the Sheriff's Department an unrestricted grant to help alleviate the burden of the current drug and sharps kiosk return program."

On September 28, 2016, a conference call was held with the EPR Working Group and deputies from all five Board offices. During the call, the EPR Working Group provided a recap of the actions and communications that had taken place between Industry and the EPR Working Group since adoption of the June 14, 2016 Board Motion. The discussion topics included: 1) Requirements of the June 14th Board Motion and Option 1; 2) On-going communications between the EPR Working Group and Industry; 3) Evaluation of Industry's August 12, 2016 Plans; 4) Declination of Industry's grant offer by the Sheriff's Department; 5) Clarification of the Sheriff's role under the Drug Enforcement Agency's (DEA) requirements and agreement by the Sheriff to provide oversight at Industry-sponsored collection events; 6) Industry's intent to launch MyOldMedsLA campaign and the potential impacts of such a campaign; and 7) Next Steps.

During the discussion about the potential impacts of Industry launching the MyOldMedsLA campaign, it was pointed out that their campaign would: 1) Provide no additional take-back options for the public, which meant Industry did not meet an essential priority identified in Option 1 to conduct additional take-back event days in the unincorporated communities; 2) Increase "in-home" disposal of drugs and sharps (in the trash), which increases the presence of drugs in the environment, needle stick injuries and the potential diversion of drugs for misuse; and 3) Increase participation in already burdened County take-back programs for drugs and sharps, further increasing costs to the Sheriff's Department, Department of Public Works, and DPH.

On October 6, 2016, an additional call was held with representatives from the EPR Working Group and Industry to see if additional collaboration could achieve a plan that would meet the objectives of the Board Motion. The following issues were discussed: 1) the Sheriff's Department declined to reconsider the grant offer and would not take on additional responsibility for providing take-back events; 2) the EPR Working Group suggested to Industry that an alternate plan should be pursued to operate and administer the take-back event days in the 10 unincorporated areas; and 3) the EPR Working Group informed Industry that their promotion of the October 22, 2016 DEA collection event did not address the Motion to conduct an education and outreach campaign and additional take-back event days focused in the unincorporated areas (Option 1 indicates that "The quarterly collection events cannot be held in the same month as DEA-sponsored take-back event days."). On the call, Industry agreed to investigate the potential use of a third party contractor, such as Stericycle, to operate and manage take-back event days on their behalf. Industry also agreed to modify the MyOldMedsLA messaging to exclude references to "in-home" disposal of pharmaceuticals and to provide the revised campaign messaging to the EPR Working Group.

On October 12, 2016, the EPR Working Group presented an update to the Health and Mental Health Services Cluster, which was attended by Industry representatives. During the meeting, Industry informed the group that it would be launching its MyOldMedsLA campaign on October 19, 2016 to support the DEA October 22, 2016 take-back event day. Industry indicated that their messaging would not identify County-operated take-back locations, but would promote the Walgreens 24/7 hour pharmacies and police stations in Covina, Long Beach, Pomona, and Los Angeles (2 stations). Industry indicated that their campaign included billboards, bus-back messaging, community newspaper ads, and radio broadcasts. The Board Deputies in attendance reiterated that the education and outreach campaign for the DEA events, while positive, does not address the intent of the Board Motion and urged the Industry to provide the EPR Working Group with the following information.

- MyOldMedsLA Campaign: Industry was requested to provide information on the specific messaging, the locations of billboards (to determine if they are within 10 unincorporated areas identified by the Board Offices in June and provided to Industry), the local newspapers to be used

(specifically targeting the unincorporated areas), and the bus routes to be targeted (specifically in the unincorporated areas).

- Survey Benchmark Questions and Responses: Industry indicated they would conduct a baseline survey of the County's constituents on their knowledge of waste disposal for medications and sharps, and that Industry would compare this baseline with results obtained after its DEA outreach campaign. The EPR Working Group requested that the baseline survey be provided.
- Take-Back Event Days: Industry indicated they would check with their legal counsel as to whether or not they can contract with a reverse distributor to operationalize take-back events.
- Timeline: Industry was encouraged to submit a timeline for when they would be implementing the requirements of the Motion including take-back events at the 10 identified unincorporated areas, an education and outreach campaign targeting the unincorporated areas, and developing benchmarks and measurements for the success of these programs.

Following the meeting, the EPR Working Group sent Industry a confirmation e-mail reiterating the information requested by the Board Deputies and asking that this information be provided by October 19, 2016, in order for it to be included in this report to the Board.

On October 18, 2016, Industry forwarded a letter (dated October 19, 2016) to the Board and the EPR Working Group (Attachment VI) indicating that they had already launched the MyOldMedsLA campaign in Los Angeles and that the campaign would run until December 2016. Per Industry's letter, the campaign had begun on October 10, 2016, two days prior to the October 12th Health Cluster meeting. The letter also provided information about Industry's campaign focus, approach, theme, and roll-out timeline and pre-measurement survey, but did not directly address whether or not the manufacturers they represent would be willing to carry out the quarterly take-back activities in the 10 unincorporated areas consistent with the Board Motion. The letter stated they would "continue to search for alternative options to meet this goal." The letter also re-offered to commit up to \$200,000 in grant funds to the County to carry-out the take-back events.

The EPR Working Group completed a detailed review of Industry's letter (Attachment VII) and noted the following concerns.

- The MyOldMedsLA website still references "in-home" trash disposal as an acceptable disposal method, in opposition to the Board's direction.
- Industry has not provided any Industry-sponsored take-back sites or collection options.
- Industry continues to promote a reliance on County-managed sites and resources.
- The media messaging does not address public health and environmental protection issues.
- Industry has not identified a mechanism to move forward with the establishment of Industry sponsored collection sites for the future and said "... the only compliant way for our entities to directly assist the county in physical take-back activities would be through grants and other in-kind contributions to county-lead efforts."

Results of Walgreens' Kiosk Program in Local Pharmacies

On August 12, 2016 the EPR Working Group received information from Walgreens regarding its safe medication disposal kiosk program. Walgreens indicated that it began rolling out its campaign in Los Angeles County at the end of April 2016 and had seven kiosk locations participating in the

pharmacy-based, on-site take-back program. For the months of May through July 2016, Walgreens reported that it collected the following amounts of pharmaceutical waste at its Los Angeles locations: May - 330 pounds, June - 209 pounds, and July - 210 pounds.

In October 2016, Walgreens provided the ERP Working Group with an update on the status of its take-back program. Walgreens indicated that it did not have any further specifics about the collection amounts in Los Angeles County and that it had not yet established benchmarks for its program. According to Walgreens, the program is still in the roll-out phase and that the development of benchmarks may be something it considers after the program has been running for about a year. Additionally, as a best practice, it will be changing the signage on its bins to allow for liquids in the kiosks as well as provide information in Spanish to help reach even more customers looking to dispose of their unused and unwanted medications.

In an October 18, 2016 press release, Walgreens reported that on a national level involving 35 states and 500 pharmacies, it had collected more than 10 tons of pharmaceutical waste since the program's inception (Attachment VIII).

Findings

The June 14, 2016 Board motion required that the EPR Working Group work with Industry to implement and immediately launch, in accordance with the recommendations in Option 1, a public education and outreach campaign approved by the Director of Public Health; and quarterly collection take-back event days. On August 26, 2016 the Education and Outreach Campaign and Quarterly Take-Back Event Day Plans submitted by Industry were not approved by the Director of Public Health because they were not consistent with the requirements of the Board Motion, and to date, Industry has not resubmitted revised plans for these activities, nor have they conducted any collection take-back event days. Because neither of these Board directives was implemented, the EPR Working Group was unable to establish benchmarks and evaluate the effectiveness of an Industry-run education and outreach campaign and take-back event day plans in the County unincorporated areas.

Industry launched the MyOldMedsLA campaign and website in Los Angeles County on October 10, 2016 and it will run through December 2016. According to Industry, the campaign "is designed to help consumers avoid the potential mishandling, misuse and abuse of medicines and sharps throughout Los Angeles County.... Additionally, the campaign seeks to change perceptions, raise awareness, educate, motivate changes in behavior towards proper disposal and deliver measureable results." The campaign also encourages the public to participate in the National Prescription Drug Take-Back Day on October 22, 2016, which is a nation-wide collection event sponsored by the DEA. The MyOldMedsLA campaign encourages the public to dispose of unwanted medicine and sharps at participating locations sponsored by the County and Walgreens.

On October 19, 2016, Walgreens announced that its nation-wide kiosks collection program had collected over 10 tons of unwanted pharmaceuticals from 500 participating pharmacies since the program's inception in February 2016. Walgreens said they have plans to continue the roll-out of this program. Locally, Walgreens said they look forward to continuing to work with County staff to address this issue for County residents and "with the kiosks and the pending availability of naloxone, Walgreens is committed to being a part of addressing the national epidemic of opioid abuse in communities across the country."

Recommendation

Since adoption of the June 2, 2015 Board Motion, the EPR Working Group has been working collaboratively with a wide range of stakeholders including Industry, to understand and inform the Board regarding the best available options to ensure that Los Angeles County residents have access to safe, convenient and sustainable options for disposal of pharmaceutical and sharps waste. Most recently, at the direction of the Board on June 14, 2016, the EPR Working Group collaborated with Industry to implement and immediately launch a public education and outreach campaign approved by the Director of Public Health and implement quarterly take-back event days. This effort did not yield the results envisioned by the Board and highlights the challenges in relying on a voluntary approach to address this critical public health and environmental problem with the urgency it warrants. The complexity of the pharmaceutical and sharps manufacturing industry suggests that an Extended Producer Responsibility-based regulatory solution may be the optimal method to achieve the policy goals previously adopted by the Board.

CAH

Attachments (8)

c: Chief Executive Officer
Executive Officer, Board of Supervisors
County Counsel
Sheriff
County Sustainability Council
Health Agency
Internal Services
Public Works
Sanitation Districts of Los Angeles County
Pharmaceutical Research and Manufacturers of America
Consumer Healthcare Products Association
Generic Pharmaceutical Association
Advanced Medical Technology Association
Biotechnology Innovation Organization

ATTACHMENT I

Chronology of Recent Communications with the Pharmaceutical and Sharps Industry June 14 through October 19, 2016

- June 14, 2016 Board Motion adopted
- June 21, email from Marissa Watkins (Industry) requesting a conference call and meeting
- June 22, EPR Working Group (WG) met internally to draft letter to Industry
- June 28, WG sent email to Industry to schedule conference call for 6/30
- **June 29, WG sent letter to Industry describing the goals and intent of the motion**
- **June 30, WG held a conference call with Industry**
- July 11, WG sent email to Industry providing corrected list of potential locations for Take-Back event days
- July 15, Industry communicated with the Sheriff's Department and proposed \$200k grant
- **July 20, Industry submitted initial draft plans**
- **July 21, WG held an in-person meeting with Industry**
- **July 26, DPH sent an email to Industry notifying them of concerns and major deficiencies with the draft plans**
- **August 12, Industry submitted revised plans**
- August 15, WG submitted 60-day Report to Board
- August 23, at the request of Angela Yoon, SD5, WG sent email to Hal Dash offering to schedule a conference call to discuss collection events
- **August 26, DPH sent a letter of evaluation to Industry, notifying them that the plans were not approved and what corrections were required.** DPH also offered to meet with Industry to review the Plan Correction sheets and provide additional guidance, as necessary, to facilitate a quick resubmittal. Additionally the WG suggested that Industry investigate the use of a 3rd party contractor such as Stericycle to conduct the quarterly collection events.
- August 26, DPH sent email Update #1 to Board Deputies (included copies of 60-day report, Industry's 8/12 Plan, and 8/26 WG letter to Industry)
- August 29, Sheriff sent letter to Industry regarding decision to decline grant offer
- **September 16, Industry sent a letter to each Board Office indicating the WG was unwilling to work with them and that they planned to launch the MyOldMedsLA campaign.** Industry did not respond to DPH's Plan Correction requirements and did not submit a revised plan
- September 28, WG held a conference call with Board Deputies to provide an update and discuss Industry's 9/16 letter to the Board

- September 30, as a follow-up to the 9/28 meeting, the WG sent an e-mail to the Board Deputies with draft of *Solis Response to Industry* letter
- October 6, at the request of SD5, WG participated in a conference call with Industry, and SD5
- October 11, DPH sent email Update #2 to Board Deputies
- **October 12, the WG and Industry representatives attended the Health Cluster meeting. Industry agreed to provide:** (1) messaging and locations of billboards; (2) baseline survey information for establishing benchmarks; (3) information on whether it would be able to contract with a reverse distributor to operationalize the take-back event days; and (4) a timeline for when they would respond to and implement the requirements of the 6/14/16 Board Motion to include take-back events in the 10 County-identified unincorporated areas. **Industry also assured the County that their messaging of “in-home disposal” information had been removed from its website.**
- **October 19, Industry sent a letter to the Board of Supervisors indicating that it had launched its MyOldMedsLA campaign on 10/10/16 for the education and outreach program.**

Rev:10/25/16

ATTACHMENT II

To: Los Angeles County Extended Producer Responsibility (EPR) Working Group and the Director of Public Health

Date: August 11, 2016

Re: Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative and Law Enforcement Take-Back Days Report to the County of Los Angeles Department of Public Health

The manufacturers of prescription medications, over-the-counter medicines and medical sharps are committed to implementing the June 14, 2016 motion to create and run a robust bilingual education campaign to help consumers better understand how to use, store and dispose of their medicines and medical sharps. The program will also measure and track county resident's awareness, knowledge and attitudes about medication/sharps disposal, and the program will support law enforcement's quarterly take-back events in each of the five Supervisorial Districts through grants and promotions. As requested, we submit the below information for your information and review. We remain deeply committed to working with the County and other stakeholders on this important project.

1) EVIDENCE-BASED EDUCATION AND OUTREACH CAMPAIGN PLAN

The education and outreach campaign – MyOldMedsLA – will be designed to help consumers avoid the potential mishandling, misuse and abuse of medicines and sharps throughout Los Angeles County. The campaign seeks to change perceptions, raise awareness, educate, motivate changes in behavior towards proper disposal and deliver measureable results.

Campaign Focus

The focus of this campaign is consumer education and empowerment. This means providing consumers with information about why it is important and how to dispose of their medicines and sharps independently, securely and efficiently. Specifically, this includes highlighting existing disposal resources in the County, such as retail drop-off sites, law enforcement collection centers, take-back days/events and other proper disposal options.

Campaign Approach

CONTENT

Develop highly-engaging, relatable, effective and shareable content in English and Spanish aimed at capturing and keeping consumers' attention, and ensuring that the right messages are being delivered to the right audiences to incite the appropriate action.

CHANNELS

In Campaign Phase 1 (September to December 2016), we will leverage multichannel, innovative communications platforms starting with an inaugural campaign launch event. Campaign channel strategies will include a campaign website and social media platforms, radio advertising, out-of-home advertising including place-based media, print advertising, bloggers and geo-targeted/geo-fenced targeted digital advertising and Google search, as well as significant earned media PSA placements and interviews.

STAKEHOLDERS

Partner with chain drug stores, independent pharmacies, doctors' offices, grocers, retailers, community groups, patient groups, senior centers and others to get consumers information when they pick up their medicines and sharps or at key locations and events that reach the County's broad and diverse citizenry.

Campaign Message Themes

A messaging framework has been developed and provided to include all key messages as well as supporting proof points; this document (ATTACHMENT 1) is provided for the EPR Working Group to review and will serve as the guideline for all materials developed for the MyOldMedsLA education and outreach campaign.

Campaign Planning and Roll-Out Timeline

AUGUST 2016 – PLANNING AND PREPARATION

- Pre-campaign research recruiting and questionnaire development
- Meet with the Sheriff's Department regarding the take-back events
- Pledge development and outreach
- Media planning, negotiating and buying
- Build and personalize the MyOldMedsLosAngeles.com website and materials
- Research and production of branded tchotchkes/premium giveaway items
- Flighted :15 and :10 radio message development outlining the "Why"
- Identify and outreach to organizations for partnership and disbursement of collateral materials
- Research and identify key community events in which to participate

SEPTEMBER – PHASE 1 CAMPAIGN LAUNCH

- Inaugural campaign launch event
- Ongoing identification and outreach to organizations for partnership and disbursement of collateral materials
- Pledge outreach
- Participation at health fairs and local community events
- Flighted radio traffic :15 and :10 messages
- :30 flighted radio and radio station spokesperson integration
- Geo-fenced digital and Google search
- Social media and blogger outreach launch

OCTOBER

- Ongoing identification and outreach to organizations for partnership and disbursement of collateral materials
- Pledge outreach
- Participation at health fairs and local community events
- Flighted radio traffic :15 and :10 messages
- :30 flighted radio and radio integration
- Out-of-home (bus tails)
- In doctor's offices/County health facilities/Clinics/Supervisor offices
- Geo-fenced digital and Google search
- Social media and blogger outreach continues

NOVEMBER

- Ongoing identification and outreach to organizations for partnership and disbursement of collateral materials
- Geo-fenced digital and Google search
- Social media outreach continues
- Development of post-campaign research recruiting and questionnaire development

DECEMBER

- Post-Phase 1 campaign research study and final report

2) SUPPORT FOR QUARTERLY TAKE-BACK DAYS / EVENTS

We are committed to partnering with law enforcement in LA County to address the diversion, misuse and abuse of medicines in the County. The biopharmaceutical and medical technology industry has a strong history of supporting partnerships that educate consumers about secure use, storage and safe disposal of medicines and household sharps, which can help prevent diversion and minimize the impact on the environment.

Law enforcement, specifically the Los Angeles County Sheriff's Department, is on the front lines fighting against the drug abuse epidemic in the County. The campaign will support the County's drug return program through a grant to the Sheriff's Department.

The June 14 motion, Section 1 B), requires quarterly take-back event days covering five Supervisorial Districts; serving a minimum of 10 unincorporated area communities. The EPR Working Group has provided 10 priority unincorporated communities that will serve as a guideline for location selection.

We propose to provide a grant to the Sheriff's Department and are currently exploring this option as a way to provide the Department with the ability to operate the take-back days or events consistent with the requirements established by the DEA. Our associations are non-profit advocacy organizations that do not produce medicines themselves nor are we considered a register-able collection entity under the DEA regulations for purposes of take-back. Accordingly, the only compliant way we see forward in keeping the County's regulatory burden under control is for our organizations to support and promote those programs operated by the Sheriff's Department. We cannot contract to operate these programs ourselves.

Through a \$200,000 grant and in-kind contributions, the Sheriff's department will host and run quarterly take-back days. Any remaining funds can be used towards disposal of used sharps and unused medicines, including helping alleviate the burden of the current kiosk program. We will use our education campaign, described in detail above, to promote these events to residents across the County and encourage their participation.

If the Sheriff's department cannot host the quarterly take-back days, an alternate option is to explore a partnership with the organizations that are already authorized according the Federal regulations, to provide this type of service as found via the following website:

<https://www.deadiversion.usdoj.gov/pubdispsearch/spring/main?execution=e1s1>

3) BENCHMARKS AND OUTCOME MEASUREMENT PLAN

The campaign will utilize several key metrics to effectively measure the results of its activities to ensure we are meeting stated objectives.

Surveys and Benchmarks

Via a third party resource, the campaign will survey county residents on public awareness, knowledge, attitudes and behaviors regarding the importance of proper medication disposal to include pre- and post-campaign online surveys. The survey will reach 500 respondents representative of Los Angeles County via an online survey.

Sample questions might include the following in addition to others that the selected research firm may recommend.

- What are the appropriate and safest ways to dispose of unused medicines?
- What are the appropriate and safest ways to dispose of sharps?
- Do you believe that putting unused medicine down the toilet or sink is harmful to the environment?
- What do you usually do with medicines that are out of date or that you no longer need?
- What are all the ways you or a family member, dispose of the sharps?

In Phase 1, we will begin to lay the groundwork to benchmark existing levels of awareness, knowledge and attitudes. Key measures will include:

1. Awareness about Disposal:
 - Increased awareness of the need and importance of proper disposal for expired or unwanted medicines and sharps.
2. Knowledge about Proper Disposal:
 - Improvement of consumer knowledge and understanding of the appropriate ways and resources to dispose of sharps and unwanted medicines.
3. Attitudes about Disposal:
 - Improvement of consumer attitudes and willingness to use appropriate ways to dispose of sharps and unused medicines.

Other benchmarks can include:

- The weighing of collections for medications and sharps at each of the take-back events wherever possible.
 - Of note and in accordance with Federal law, the boxes cannot be opened and its contents counted.
 - Sharps have very little weight and weighing may not be the best representation.
- A count of the number of people who return their medications/sharps during the quarterly take-back day/events.
- The number of paid and earned media impressions.

Additionally, we will provide metrics on:

- Website traffic monitoring and click through rates from ads
- Online and social media engagement tracking
- Partnerships and materials distribution
- Earned media placements and key message pull through

Yearly Best Practices Meeting

In addition to ongoing measurement and reporting of campaign outcomes, the campaign team will host annual meetings with Supervisors, their staff and County staff to evaluate metrics and discuss additional ideas, approaches and/or course corrections.

We look forward to continuing to work with the County on this important project.

Wanda Moebius, Executive Vice President, Public Affairs
Carrie Hartgen, Vice President, State Government Relations and Regional Affairs
Advanced Medical Technology Association (AdvaMed)

Mike Tringale, Senior Director, Communications & Public Affairs
Carlos I. Gutierrez, Senior Director and Head of State & Local Government Affairs
Consumer Healthcare Products Association (CHPA)

George Goodno, Director of Communications
Biotechnology Innovation Organization (Bio)

Steven Arnoff, Associate Director of Communications
Generic Pharmaceutical Association (GPhA)

Priscilla VanderVeer, Deputy Vice President, Communications
Pharmaceutical Research and Manufacturers of America (PhRMA)

ATTACHMENT 1 – Messaging Framework
ATTACHMENT 2 – CBO Partner List
ATTACHMENT 3 – Alternative Event Locations

ATTACHMENT 1

MESSAGING FRAMEWORK

Target Audience	Los Angeles County residents who use medicines and sharps in their home			
Focus	While medicines and sharps play an important role in our society because they assist in the treatment of disease, they must only be used as prescribed/directed and disposed of with care.			
Desired Takeaway	Better understanding and an increase in motivation to properly dispose of unused, expired or unwanted medications and sharps.			
Message Pillars	Each message theme will incorporate a related action that consumers can take to help keep them, their families and their communities safe.			
#1 Disposal		#2 Take-Back Days/Events Promotion	#3 Safety / Adherence / Storage	
There are easy and convenient ways to safely and securely dispose of medicines and sharps as soon as they are expired, are used or are no longer needed.	<u>Sharps</u> : It is against the law in California to dispose of sharps in the trash. There are a number of existing programs where the public can safely dispose of their sharps.	Special quarterly take-back days/event locations are easy and convenient ways to safely and securely dispose of medicines and sharps as soon as they are expired, are used or are no longer needed.	It is critically important to take all medicines as prescribed or as indicated on labels for nonprescription medicines.	When medications are taken correctly, there is less medicine in our homes to become a potential threat.
The campaign will highlight the numerous existing collection or drop-off options in throughout LA County found at retail, law enforcement sites and via special take-back events/days.	The sharps disposal sites in LA County can be identified by accessing dpw.lacounty.gov . Pharmaceutical and device manufacturers also provide resources on how to dispose of their sharps (resources links will be included).		Store medications securely to prevent accidental ingestion or misuse.	When taking medicines, always follow the recommended dosage instructions and, with prescription medicines, finish the medication unless otherwise directed by a physician.
Existing Voluntary Community Drop-Off Programs: Community drop-off (or "take-back") locations allow the public to bring unused, unwanted or unneeded medication to a centralized location for collection and disposal.	<u>In-Home Drug Disposal</u> : Campaign messaging will not reference in-home disposal directly but may include secondary language indicating that there are other disposal options available via the DEA, FDA and EPA websites.		Keep your medicines up and away and out of reach and sight to prevent accidental ingestion by children, teenagers, visitors and pets, as well as to prevent use of these medicines by anyone other than the person for whom they are intended.	When medicines are misused or fall into the wrong hands, it can be the result of medications not being properly stored.
When looking for a community collection program in your area, only seek out programs that are structured to prevent theft or diversion of unused medication and protect patient privacy.			Expired and unwanted medicines and sharps should be used, stored or disposed of with care.	

ATTACHMENT 2

AGENCIES AND NON-PROFIT/CBO PARTNERS

AltaMed Health Services Corporation
American Diabetes Association
Antelope Valley Community Clinic
Brotherhood Crusade
Community Based Organizations
California Grocers Association
California Pharmacists Association
California Retailers Association
Central City Association
Children Youth and Family Collaborative
Clinica Msr. Oscar A. Romero
Community Clinic Association of LA
Community Coalition
Hospital Association of Southern CA
Koreatown Youth and Community Center
Latino Diabetes Association
Latinos Against Alzheimer's
League of United Latin American Citizens
Los Angeles Aging Advocacy Coalition
Los Angeles Chamber of Commerce
Los Angeles Community Action Network
Los Angeles County BizFed
Los Angeles Metropolitan Churches
Mexican American Opportunity Foundation
National Association of Chain Drug Stores
Product Management Alliance
South Asian Network
South Central Family Health Center
Southern Christian Leadership Conference
St. John's Well Child & Family Center
The Whole Child
UMMA Clinic
United Cambodian Community of Long beach
Vamos Unidos
Venice Family Clinic
VICA
Watts/Century Latino Organization
Watts Health

ATTACHMENT III



COUNTY OF LOS ANGELES
Public Health

CYNTHIA A. HARDING, M.P.H.
Interim Director

JEFFREY D. GUNZENHAUSER, M.D., M.P.H.
Interim Health Officer

ANGELO J. BELLOMO, REHS, QEP
Deputy Director for Health Protection

5050 Commerce Drive
Baldwin Park, California 91706
TEL (626) 430-5374 • FAX (626) 813-3000

www.publichealth.lacounty.gov



BOARD OF SUPERVISORS

Hilda L. Solis
First District

Mark Ridley-Thomas
Second District

Sheila Kuehl
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

August 26, 2016

Pharmaceutical Research and Manufacturers of America
950 F Street, NW, Suite 300
Washington, DC 20004

Consumer Healthcare Products Association
900 19th Street, NW, Suite 700
Washington, DC 20006

Generic Pharmaceutical Association
777 6th Street, NW, Suite 510
Washington, DC 20001

Advanced Medical Technology Association
701 Pennsylvania Avenue, Suite 800
Washington, DC 20004

Biotechnology Innovation Organization
1201 Maryland Avenue, SW, Suite 900
Washington, DC 20024

EVALUATION OF PLANS FOR EDUCATION AND OUTREACH CAMPAIGN, QUARTERLY TAKE-BACK DAYS, AND BENCHMARKS AND OUTCOME MEASUREMENTS

The Extended Producer Responsibility Working Group (Workgroup) has evaluated the revised plans submitted on August 12, 2016. Based on the requirements specified in the Board Motion adopted on June 14, 2016, our communications to you dated June 29, 2016 and July 26, 2016, the plans were not approved. Attached are the Plan Correction Sheets that were used in our evaluation. They identify each requirement and whether or not the plan **met**, **partially met**, or **did not meet** the requirements. They also provide recommendations for how you can strengthen your proposal prior to resubmittal.

Overall, the plans did not specifically target the County unincorporated communities and lacked sufficient detail and specificity. The focus of the June 14, Board Motion-Option 1 was for industry to conduct a public education and outreach campaign and to host quarterly collection take-back events in the unincorporated communities. Additionally, the motion requires the Workgroup to provide a final report evaluating the implementation of these activities including benchmarks that measure their effectiveness. Each plan was evaluated based on this direction from the Board, and in each case, the plans did not demonstrate how these objectives would be met. Upon resubmission, it is important that you focus your public education and outreach activities on the unincorporated communities (approximately 300,000 households); the take-back event days in the 10 specified unincorporated communities; and the benchmarks that measure the effectiveness of the two plans. The reevaluation will rely on you providing sufficient information, including the specific details required to thoroughly evaluate the plans.

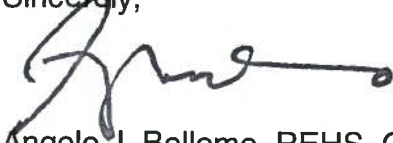
Additionally, we understand that the Sheriff's Department does not want to be responsible for organizing, facilitating or managing the take-back event days in the unincorporated areas, nor do they want to participate in the transfer, storage and destruction of the pharmaceutical and sharps waste, and therefore have declined your grant offer. Our understanding is that the Sheriff's involvement will be limited to overseeing collection at the take-back events in the 10 selected unincorporated communities. Note, the Sheriff's role at take-back events is separate and apart from the collection kiosks available to the public at their 21 Sheriff's station which the Sheriff intends to maintain. Having the Sheriff assume the level of responsibility suggested in your plan was not the expressed intent of the Board Motion or Option 1.

Note, we do not see the Sheriff's position as a deterrent to your ability to meet the Board's intention for industry-led collection events as there are other options available to you to meet this responsibility. Based on our knowledge of how industry-led collection events are handled in other counties, you may want to contract with a pharmaceutical reverse distributor and sharps waste collector, such as Stericycle and others, to conduct such events. Although the Sheriff's Department will not be conducting the collection events on your behalf, they, like the Departments of Public Works and Public Health, remain committed to providing oversight and monitoring of the events, upon agreement for cost reimbursement to these Departments.

Also, thank you for providing the list of agencies and non-profit/CBO partners. It appears that many of these potential partners do not provide services in the County unincorporated communities. Given the direction from the Board, please let us know how these partners will help you provide outreach and education to residents in the unincorporated communities and/or how they will assist with industry-organized take-back event days.

Lastly, we have tried to present the plan review and correction sheets in a clear, easy to use format and hope they facilitate a quick turn-around time for resubmission. If you have questions or need additional information regarding your resubmission, we are glad to assist. We have been in contact with Mr. Hal Dash and are available for a teleconference if you think this would be helpful. If you would like to schedule a teleconference or have questions please contact Ms. Jacqueline E. Taylor, Director of Environmental Protection Branch at (626) 430-5270, or by email at jactaylor@ph.lacounty.gov.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Angelo J. Bellomo', with a long horizontal stroke extending to the right.

Angelo J. Bellomo, REHS, QEP
Deputy Director for Health Protection

AJB:mp

c: Board of Supervisors
EPR Working Group
County Sustainability Council
Hal Dash

Attachments

PHARMACEUTICAL AND SHARPS PROGRAM - PLAN CORRECTION SHEET

EDUCATION AND OUTREACH CAMPAIGN PLAN

CONTENT OF MESSAGE

Education and outreach materials requires the following messages:

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Promotes and educates residents concerning safe in-home storage ¹	Information provided not specific to Unincorporated Communities (UCs) and it is not clear how the message content will address different demographics.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Describes where and how to return unwanted pharmaceuticals and sharps ¹	Needs specific options/locations in the UCs
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Focused on promoting the collection events as key element ²	Messages should primarily promote quarterly take-back events that industry will be organizing to comply with the Board order
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Expressly discourages disposal of unwanted medicines and sharps in the trash or through a plumbing or septic system ¹	Include language that expressly discourages disposal of medicines and sharps in the trash or down the drain and remove reference to "other methods of disposal available via the DEA, FDA, and EPA websites."
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Provides instructions on the types of materials that will be considered acceptable/unacceptable at the takeback events ¹	Information not provided
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instructs residents on how to package their unwanted pharmaceuticals and sharps to bring to the takeback events ¹	Information not provided
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instructs residents how to remove information from pharmaceutical and sharps packaging to maintain their privacy ¹	Information not provided
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Provides schedule of upcoming collection events ²	Specific information missing
SECTION COMMENTS:			<p>Education and Outreach material should:</p> <ol style="list-style-type: none"> 1) Expressly discourage stockpiling 2) Instruct residents to recycle drugs and sharps packaging to the extent feasible <p>Specific message content should be provided for County review.</p> <p>Recommend changing language in Messaging Framework attachment:</p> <ul style="list-style-type: none"> • Targeted Audience is Los Angeles County unincorporated areas residents; • #1 Disposal sites should list specific locations; • In-Home Drug Disposal should exclude DEA, FDA and EPA websites; and should list specific community collection programs in the UAs, (first column last box). • #3 Safety/Adherence/Storage - Change "Expired and unwanted medicines and sharps should be used, stored or disposed of with care" to "Expired and unwanted medicines and sharps should be disposed of properly". 	

¹DPH letter to Industry dated 6/29/16

²DPH email to Industry dated 7/26/16

³Industry's Proposal "Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative"

PHARMACEUTICAL AND SHARPS PROGRAM - PLAN CORRECTION SHEET

EDUCATION AND OUTREACH CAMPAIGN PLAN

MESSAGE CLARITY AND LANGUAGES

Education and outreach materials requires the following:

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Utilizes plain language and explanatory images so as to be readily understandable by all residents, including individuals with limited English proficiency ¹	Plan does not state that it will use plain language and explanatory images
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Will be provided in English, Spanish, and other languages as determined appropriate by the Director of Public Health ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Specific message content and final drafts of education and outreach materials will be provided to Director of Public Health for review prior to dissemination ²	Plan does not state that final drafts will be provided for review prior to dissemination
SECTION COMMENTS:			If resources permit, recommend providing education and outreach materials in Chinese for the Valinda Corridor and South San Gabriel UCs.	

DISTRIBUTION OF MESSAGE

Education and outreach materials plan requires the following:

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Describes the various methods/platforms for distribution (Media, Print, Displays, Social Media, Website) to the UCs ¹	Not specific to Unincorporated Communities (UCs)
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Targets the estimated 300,000 UC households and promotes industry's quarterly take-back events ¹	Information not provided
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Will provide materials to pharmacies, retailers of covered drugs and sharps, health care practitioners, health care facilities, veterinary facilities, and other prescribers in the UCs ³	Mentions partnering with these groups - does not commit to providing materials
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Establishes a single website ³	
SECTION COMMENTS:			<p>Provide specifics on how outreach/education will be provided to unique demographic populations (i.e., seniors, adolescents, ethnic groups).</p> <p>Clarify the sentence on page 2 of plan under STAKEHOLDERS: "Partner with chain drug stores.... and others to <u>get</u> (?) consumers information when they pick up their medicines...". Are these partners getting information or are they giving information, or both?</p> <p>Most of the organizations listed in Attachment 2 to support messaging do not serve the targeted unincorporated areas. List should be provided of specific CBOs that serve the unincorporated areas.</p> <p>List specific health fairs and events serving the unincorporated areas that will be utilized for message distribution.</p>	

¹DPH letter to Industry dated 6/29/16

²DPH email to Industry dated 7/26/16

³Industry's Proposal "Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative"

PHARMACEUTICAL AND SHARPS PROGRAM - PLAN CORRECTION SHEET

EDUCATION AND OUTREACH CAMPAIGN PLAN

	Recommend providing the frequency, quantities, and time periods for each distribution method. Recommend that a toll-free telephone number be established and promoted in the education and outreach plan, primarily providing information on the industry's take-back events.
--	--

TIMELINES

Education and outreach plan requires the following:

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provides timelines for the start/implementation of each element of the plan. For example, when will print advertising begin and end.	Specific information missing
SECTION		Timelines should be realistic and provide more details		
COMMENTS:				

APPROVAL STATUS

<input type="checkbox"/>	Approved
<input type="checkbox"/>	Approved, but requires corrections of deficiencies and/or additional information prior to implementation.
<input checked="" type="checkbox"/>	Not Approved. 8.26.16

Reviewer: _____

Maurice L. Pantoja, Manager
Environmental Health

¹DPH letter to Industry dated 6/29/16

²DPH email to Industry dated 7/26/16

³Industry's Proposal "Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative"

PHARMACEUTICAL AND SHARPS PROGRAM - PLAN CORRECTION SHEET

QUARTERLY TAKE-BACK EVENT DAY PLAN

LOCATIONS, DATES AND TIMES

The plan contains the following information:

Met	Partial	Not met	Requirements	Reasons for Partial or Not Met
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dates of take-back event days ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Locations of events serving the Unincorporated Communities ^{1,2}	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hours of operation for each event ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Commitment to reimburse County per event location for County participation at each quarterly take-back event ¹	
SECTION COMMENTS:			UNABLE TO EVALUATE INSUFFICIENT INFORMATION PROVIDED <p>It is our understanding that the Sheriff's Department has determined it will not accept your grant offer. Please submit an alternate detailed plan that addresses the requirements on this checklist. For example, contract with a pharmaceutical reverse distributor and sharps waste collector, such as Stericycle, to conduct such events.</p> <p>Commitment to reimburse the County per event location should cover costs by Sheriff's Department, Public Works, and Public Health.</p>	

REQUIREMENTS

The plan meets the following requirements:

Met	Partial	Not met	Requirements	Reasons for Partial or Not Met
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dates of take-back event days, cannot be in same month as DEA-sponsored take-back event days (October 2016) ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Takeback events cover all five Supervisorial Districts (SD) and have been chosen from pre-approved County list provided to industry representatives ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Minimum of ten unincorporated area communities per event day ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Equivalent number of events in each SD (greatest extent feasible) ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Date, location, hours and plan for each event will be submitted for approval by the Director at least 30 days in advance of each quarterly take-back event day ¹	
SECTION COMMENTS:			UNABLE TO EVALUATE INSUFFICIENT INFORMATION PROVIDED	

¹DPH letter to Industry dated 6/29/16

²DPH email to Industry dated 7/26/16

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PHARMACEUTICAL AND SHARPS PROGRAM - PLAN CORRECTION SHEET

QUARTERLY TAKE-BACK EVENT DAY PLAN

COLLECTION, TRANSPORT, AND DISPOSAL

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Safe collection of drugs/sharps at the event ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Safe and approved transport of collected materials to disposal site ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Safe and approved disposal of collected material ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Permits or other required approvals needed for collection, transport and disposal of collected materials ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Role and responsibilities of staff working the events, including name and cell phone number of a contact person for each location event ¹	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
SECTION COMMENTS:			UNABLE TO EVALUATE INSUFFICIENT INFORMATION PROVIDED	

APPROVAL STATUS

<input type="checkbox"/> Approved
<input type="checkbox"/> Approved, but requires corrections of deficiencies and/or additional information prior to implementation.
<input checked="" type="checkbox"/> Not Approved. 8.26.16

Reviewer: _____

Maurice L. Pantoja, Manager
Environmental Health

¹DPH letter to Industry dated 6/29/16

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PHARMACEUTICAL AND SHARPS PROGRAM - PLAN CORRECTION SHEET

BENCHMARKS AND OUTCOME MEASUREMENT PLAN

EVALUATIONS AND REPORTS

The plan contains metrics to measure effectiveness of education and outreach to Unincorporated Communities (UCs), including the following requirements:

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Quantities of each type of educational/outreach material disseminated in UC ³	Information provided was not specific to UCs
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Number of hits on campaign website, number of page views by residents of UCs ³	Information provided was not specific to UCs
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Report on survey responses from UC ³	Information provided was not specific to UCs
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Other measurements to determine if campaign raises awareness and changes consumer behaviors with respect to disposal in UC ²	Provide more details on the metrics for online and social media tracking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
SECTION COMMENTS:			<ul style="list-style-type: none"> Education, outreach, and surveys should be targeted to UCs and reach a demographic range that minimally includes different ethnic and age groups. Recommend that a toll-free telephone number be established and promoted in the education and outreach plan, primarily providing information on the industry's take-back events. Metrics can be collected and provided regarding the utilization of this telephone number. 	

SURVEYS

Surveys in the UCs will meet the following requirements:

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Be conducted before the launch of take-back events and the education and outreach campaign to create a baseline ¹	Information provided was not specific to UCs
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Be conducted after the launch of take-back events and the education and outreach campaign to measure outcomes and effectiveness ¹	Information provided was not specific to UCs
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ensure the privacy of all respondents ¹	Plan does not state that it will ensure the privacy of all respondents
SECTION COMMENTS:			<ul style="list-style-type: none"> Surveys should be targeted to UCs Ensure that the sample size is statistically significant. Does the 500 surveys meet this criteria compared to a population of 1.2 million in the UCs? Survey respondents should be statistically relevant to UC population/demographics. Explain how will the 500 respondents be representative of a cross-section of the unincorporated area population. For example: Different ethnic groups (white, black, Hispanic, Asian) and age groups (seniors, adolescents, adults). Recommend providing surveys at take-back events in addition to the on-line surveys 	

¹DPH letter to Industry dated 6/29/16

²DPH email to Industry dated 7/26/16

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PHARMACEUTICAL AND SHARPS PROGRAM - PLAN CORRECTION SHEET

BENCHMARKS AND OUTCOME MEASUREMENT PLAN

SURVEY QUESTIONS

Survey questions will:

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Assess the effectiveness of the education and outreach campaign on the use and proper disposal of drugs by UCs ¹	Not specific to UCs
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Be developed by an entity which has no personal ties to or financial interest to the outcome of the survey. Said entity must be a member of a neutral and reputable organization approved by the Director, including but not limited to the American Association for Public Opinion Research, the National Council on Public Polls, the Council of American Survey Research Organizations, or the Market Research Association ¹	The plan mentions only that survey will be developed by a "third party". Submit name of entity that meets listed requirements for Director approval.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Be in English, Spanish, and other languages as determined appropriate by Director of Public Health ¹	Survey questions need to be provided also in Spanish
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Be submitted for approval by Director of Public Health prior to dissemination to the public ¹	Plan does not state that survey questions will be provided for approval prior to dissemination
SECTION COMMENTS:			Survey questions should be designed to assess the effectiveness of the take-back program	

TIMELINES

The benchmarks and outcome measurement plan will:

Met	Partial	Not met	Requirements	Reasons for <i>Partial</i> or <i>Not Met</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provide timelines for the start/implementation of each element of the plan (website traffic monitoring, material distribution, etc.)	Specific timelines not provided
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Require that survey results be submitted to Director of Public Health within 60 days of the end of the survey period established in the education and outreach plan ¹	Plan does not state that survey results will be provided to Director within the specific time period
SECTION COMMENTS:			Will metrics be evaluated only at end of Phase 1 or will there be mid-point reviews and adjustments?	

¹DPH letter to Industry dated 6/29/16

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³Industry's Proposal "Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative"

PHARMACEUTICAL AND SHARPS PROGRAM - PLAN CORRECTION SHEET

BENCHMARKS AND OUTCOME MEASUREMENT PLAN

APPROVAL STATUS

<input type="checkbox"/>	Approved
<input type="checkbox"/>	Approved, but requires correction of deficiencies and/or additional information prior to implementation.
<input checked="" type="checkbox"/>	Not Approved 8.26.16

Reviewer:



Maurice L. Pantoja, Manager
Environmental Health

¹DPH letter to Industry dated 6/29/16

²DPH email to Industry dated 7/26/16

³Industry's Proposal "Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative"

ATTACHMENT IV



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

SACHI A. HAMAI
Chief Executive Officer

August 15, 2016

To: Supervisor Hilda L. Solis, Chair
Supervisor Mark Ridley-Thomas
Supervisor Sheila Kuehl
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: Sachi A. Hamai
Chief Executive Officer

Cynthia A. Harding
Interim Director, Public Health

Gail Farber
Director, Public Works

Board of Supervisors
HILDA L. SOLIS
First District

MARK RIDLEY-THOMAS
Second District

SHEILA KUEHL
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

RESPONSE TO A MOTION BY SUPERVISOR MICHAEL D. ANTONOVICH ON THE COLLECTION AND DISPOSAL OF UNWANTED PHARMACEUTICAL DRUGS AND SHARPS (JUNE 14, 2016, AGENDA ITEM NOS. R-1, 22 AND 73)

On June 14, 2016, the Board of Supervisors approved a motion that directed the County Extended Producer Responsibility (EPR) Working Group to work with the stakeholders to implement and immediately launch, in accordance with the recommendations in Option 1 of the June 7, 2016 report to the Board: 1) A public education and outreach campaign approved by the Director of Public Health; and 2) quarterly collection take-back event days. Additionally, the Board directed the establishment of benchmarks that measure the effectiveness of these activities. The Board further directed the EPR Working Group to work with Walgreens to assess the performance of Walgreens' 24-hour kiosks, and report back on any established benchmarks and best practices that may have been developed as a result of the take-back operation within its pharmacies and to provide a status report in 60 days.

Industry Plans for a Public Education and Outreach Campaign, Take-Back Event Days, and Benchmark and Outcome Measurements

On June 29, 2016, the Department of Public Health (DPH) sent a letter to the Pharmaceutical and Sharps Industry (Industry) representatives, (Attachment 1), identifying the Board-approved Option 1 Requirements and the minimum requirements of: 1) the Operational Plan for Quarterly Take-Back Events; 2) the Education and Outreach Campaign Plan; and 3) the Benchmarks and Outcome Measurement Plan. DPH requested that the three plans be provided to the Director of

"To Enrich Lives Through Effective And Caring Service"

**Please Conserve Paper – This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only**

DPH by July 20, 2016. On June 30, 2016, the EPR Working Group and the Industry discussed the components of the plans and the EPR Working Group answered Industry questions based on the information provided in DPH's letter.

On July 11, 2016, consistent with the Board-approved Option 1 Requirements, the EPR Working Group provided the Industry with a list and maps of the 10 priority unincorporated communities for the first take-back event day, (Attachment II). Unincorporated communities were identified in all five Supervisorial Districts.

On July 15, 2016, the Industry communicated with the Sheriff's Department (Sheriff) regarding potentially contracting with the Sheriff to manage the take-back event days and proposed a \$200,000 grant to offset program expenditures. The Sheriff indicated that this proposal would need to be vetted by the Department and the EPR Working Group.

On July 20, 2016, the Industry sent a letter outlining their plans for: 1) an education and outreach campaign; 2) take-back event days; and 3) benchmark and outcome measurements. The EPR Working Group and Industry met on July 21, 2016, to discuss the Industry's letter. Based on the EPR Working Group's initial review and discussions at the meeting, a number of revisions were requested, including:

- Remove all references to in-home disposal options from their education and outreach campaign.
- Identify no less than 10 locations for each quarterly take-back event day, distributed among the 5 Supervisorial Districts.
- Focus the education and outreach campaign on promoting the collection event days as one of the key elements of the campaign.
- Provide additional options for coordinating and running the take-back event days, including options for the transportation and destruction of the collected materials, should the Sheriff's Department decline to manage the take-back event days.
- Provide an education and outreach "message framework document" for review by Board offices and the EPR Working Group.
- Provide a list of Community Based Organizations that will participate in the education and outreach campaign for Board office and EPR Working Group review.
- Survey residents in the unincorporated areas of Los Angeles County only. Add current behavior regarding pharmaceutical and sharps disposal as a key measure in the pre-, mid-, and post- campaign surveys. Provide the survey protocol, (including a description of how the residents will be selected and how the survey will be administered), and the survey instruments for review by Board offices and the EPR Working Group.

- Develop a timeline for the education and outreach campaign and take-back event days.
- Measure the weight of pharmaceuticals and sharps collected at each location on each quarterly collection event day.
- Tailor the future education and outreach campaign to meet the cultural and linguistic needs of unincorporated communities.

On July 26, 2016, an e-mail was sent to the Industry that provided a recap of the meeting, along with key revisions that needed to be addressed in their draft plans. DPH received a resubmission of the revised plans on August 12, 2016, and will provide Industry with a detailed evaluation of their submittal by August 26, 2016.

Walgreens' 24-Hour Kiosks

On June 24, 2016, a letter was sent by DPH to Walgreens requesting information on its take-back kiosks, benchmarks it may have established, and any best practices it may have developed. Walgreens responded to DPH on August 12, 2016. DPH and the EPR working group will review their letter.

Next Steps

The EPR Working Group will review the revised plans from the Industry and DPH will provide written feedback. DPH will notify the Board of the first take-back event day and the initiation of the education and outreach campaign, upon plan approval by the Director. The next report, as instructed by the Board, will be provided on November 1, 2016. If you have any questions or need additional information, please contact Ms. Jacqueline E. Taylor, Director, Bureau of Environmental Protection at (626) 430-5270, or by email at jactaylor@ph.lacounty.gov.

SAH:JJ:DPH:DSB
DSP:acn

Attachments (2)

c: Executive Office, Board of Supervisors
 County Counsel
 Sheriff
 County Sustainability Council
 Health Services
 Internal Services
 Mental Health
 Public Health
 Public Works
 Sanitation Districts of Los Angeles County

ATTACHMENT I

To 60-day Report dated August 15, 2016



CYNTHIA A. HARDING, M.P.H.
Interim Director

JEFFREY D. GUNZENHAUSER, M.D., M.P.H.
Interim Health Officer

ANGELO J. BELLOMO, REHS, QEP
Deputy Director for Health Protection

5050 Commerce Drive
Baldwin Park, California 91706
TEL (626) 430-5374 • FAX (626) 813-3000

www.publichealth.lacounty.gov

June 29, 2016

Pharmaceutical Research and Manufacturers of America
950 F Street, NW, Suite 300
Washington, DC 20004

Consumer Healthcare Products Association
900 19th Street, NW, Suite 700
Washington, DC 20006

Generic Pharmaceutical Association
777 6th Street, NW, Suite 510
Washington, DC 20001

Advanced Medical Technology Association
701 Pennsylvania Avenue, Suite 800
Washington, DC 20004

Biotechnology Innovation Organization
1201 Maryland Avenue, SW, Suite 900
Washington, DC 20024



BOARD OF SUPERVISORS

Hilda L. Solis
First District

Mark Ridley-Thomas
Second District

Sheila Kuehl
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

**OPTION 1 - PHARMACEUTICAL AND SHARPS PROGRAM FOR LOS ANGELES COUNTY
UNINCORPORATED COMMUNITIES**

On behalf of the Los Angeles County Extended Producer Responsibility Working Group (EPR Working Group), we appreciate your participation in the County's efforts to immediately initiate an education and outreach campaign and conduct quarterly take-back event days for unused and

June 29, 2016

Page 3

Pharmaceutical and Sharps Program Requirements

The EPR Working Group is prepared to work closely with industry to launch the pharmaceutical and sharps take-back events and education and outreach program to achieve the goals of the June 16, 2016 Board motion. In addition to the Option 1 requirements, please see the attached minimum requirements for the 1) Operational Plan for Quarterly Take-Back Events; 2) Education and Outreach Campaign Plan; and 3) Benchmarks and Outcome Measurement Plan. We request that these three plans be provided to the Director of Public Health by July 20, 2016.

We look forward to discussing your plans in greater detail during our upcoming conference call on June 30, 2016. In the interim, if you have questions or need additional information, please contact Ms. Jacqueline E. Taylor, Director Bureau of Environmental Protection at (626) 430-5270, or by email at jactaylor@ph.lacounty.gov.

Sincerely,



Angelo J. Bellomo, REHS, QEP
Deputy Director for Health Protection

AJB:dp

c: Board of Supervisors
EPR Working Group
County Sustainability Council

Attachment

Attachment

- Exclude in any and all education and outreach materials, including print, media, website, and/or electronic mediums any and all types of "in-home" disposal of pharmaceuticals and sharps, including placing items in the trash or disposing through a plumbing or septic system.
- Exclude directions for "in-home" disposal of medicines and sharps.

Requirements to Develop Benchmarks and the Outcome Measurement Plan

Surveys will be conducted to create a data baseline and to measure ongoing effectiveness of the take-back events and the education and outreach program as follows:

- Survey questions must be developed that minimally assess the effectiveness of the education and outreach campaign on the use and proper disposal of drugs and sharps by conducting independent surveys of all County Unincorporated households.
- Survey questions must be developed that assess pharmacists, veterinarians, retailers, and health professionals who interact with patients in the unincorporated communities on the effectiveness of the education and outreach campaign on the use and proper disposal of drugs and sharps.
- The survey questions must be developed by an entity which has no personal ties to or financial interest to the outcome of the survey. This entity must be a member of a national trade organization approved by the Director, including but not limited to the American Association for Public Opinion Research, the National Council on Public Polls, the Council of American Survey Research Organizations, or the Market Research Association.
- All survey questions must be in English, Spanish, and other languages as determined appropriate by the Director of Public Health.
- Surveys must be conducted before and after the launch of the take-back events and the education and outreach campaign in order to create a baseline and to measure the effectiveness of these programs in the Unincorporated Communities. A list of survey question categories will be discussed at our upcoming meeting.
- Surveys must ensure the privacy of all survey respondents.
- Draft survey questions must be approved by the Director of Public Health for review and comment prior to dissemination to the public.
- Survey results must be provided to the Director within 60 days of the end of the survey period as established in the education and outreach plan.

ATTACHMENT II

To 60-day Report dated August 15, 2016

Potential Locations for Take-Back Events

First District:

- **East Los Angeles**
 - **Valinda Corridor**
 - **South San Gabriel**
-

Second District

- **Willowbrook**
- **Athens/Westmont**

Third District

- **Topanga**

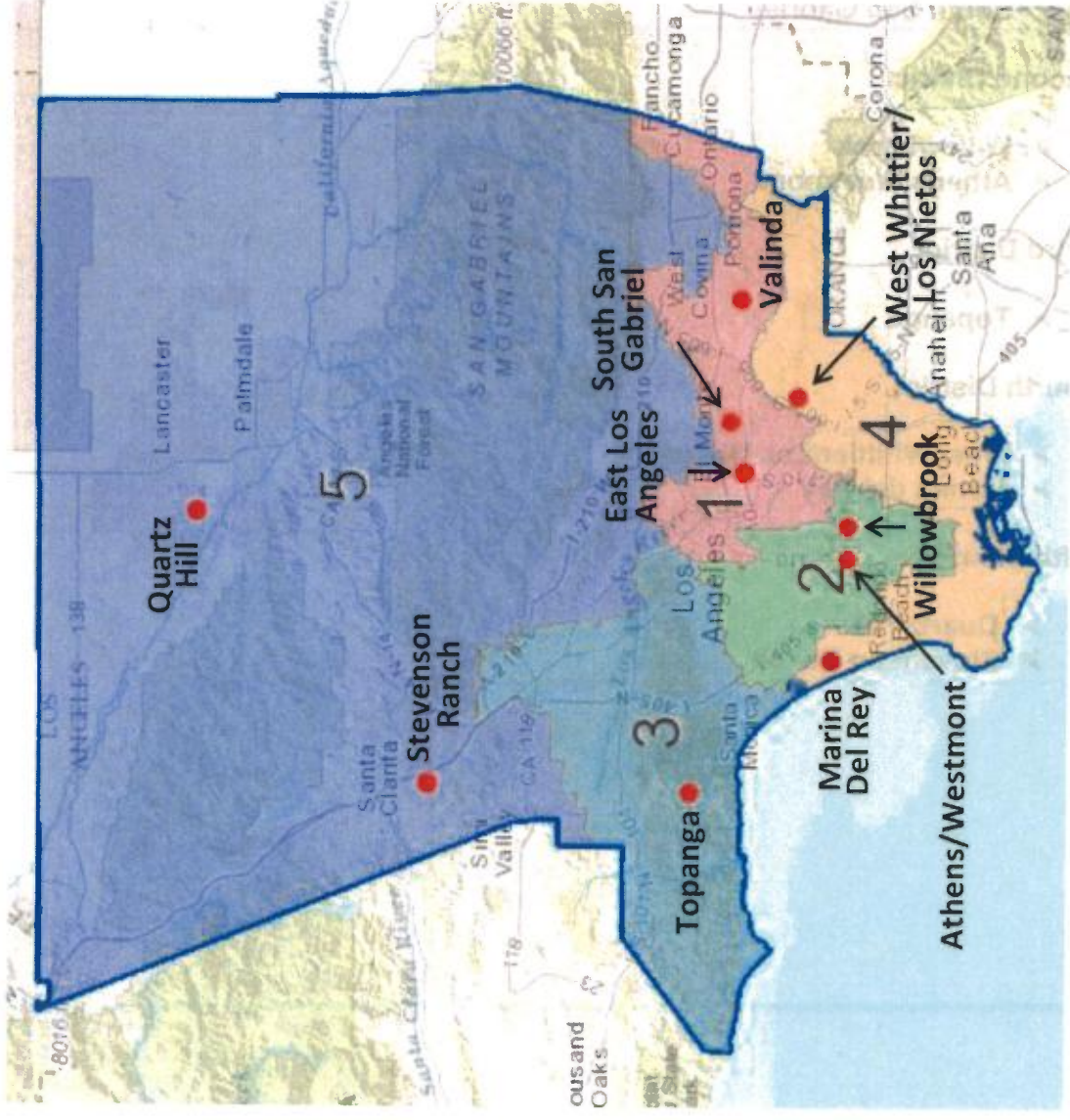
Fourth District

- **West Whittier/Los Nietos**
- **Marina del Rey**

Fifth District

- **Quartz Hill**
- **Stevenson Ranch**

Potential Locations for Take-Back Events

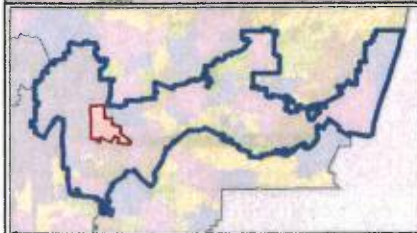
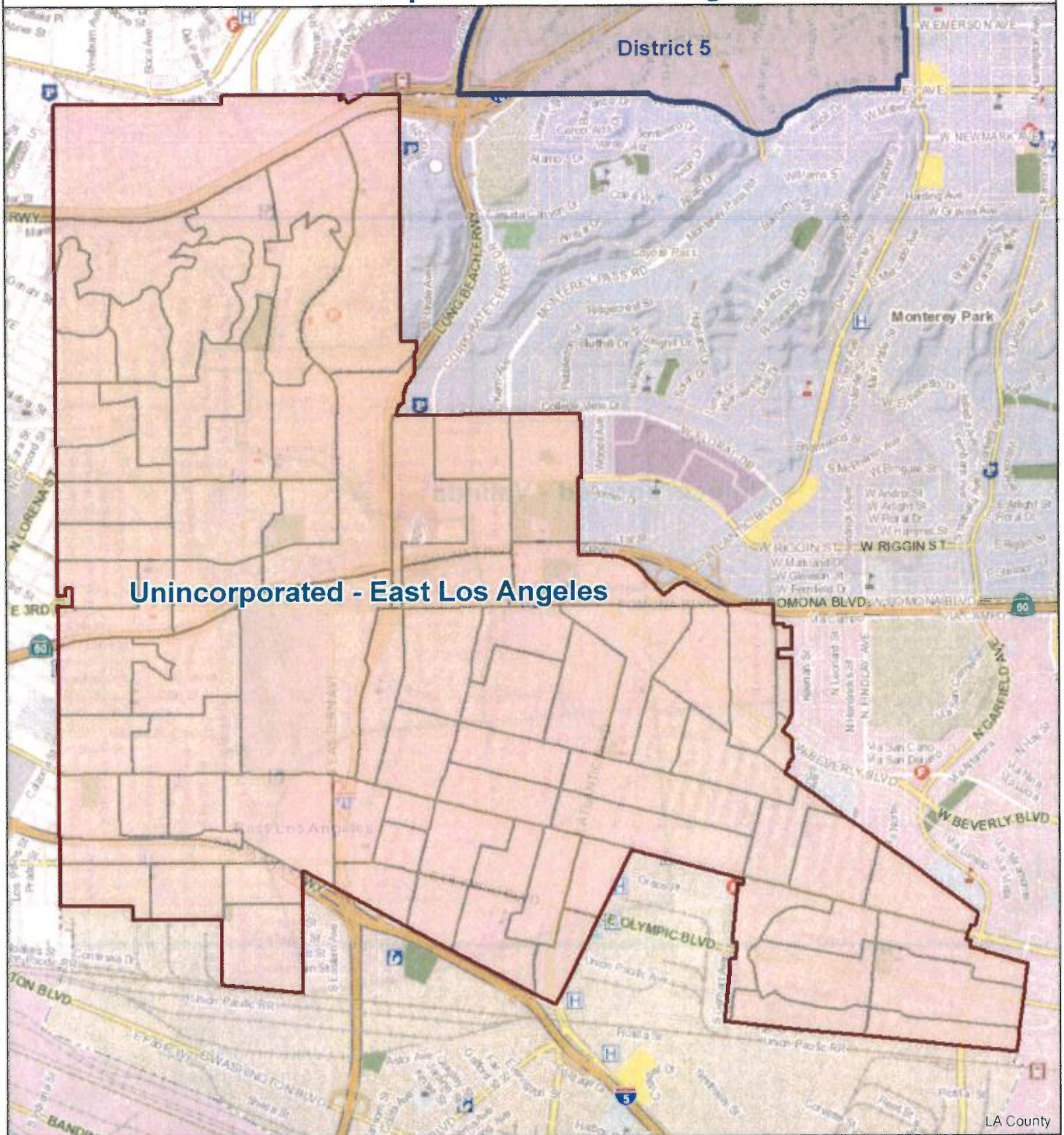




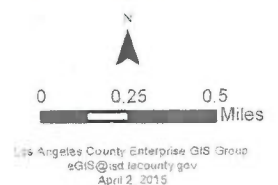
Board Approved Statistical Areas (BASA) Project 2015

Supervisory District 1

Unincorporated - East Los Angeles



- Supervisory Districts
- Unincorporated - East Los Angeles by Census Block Groups

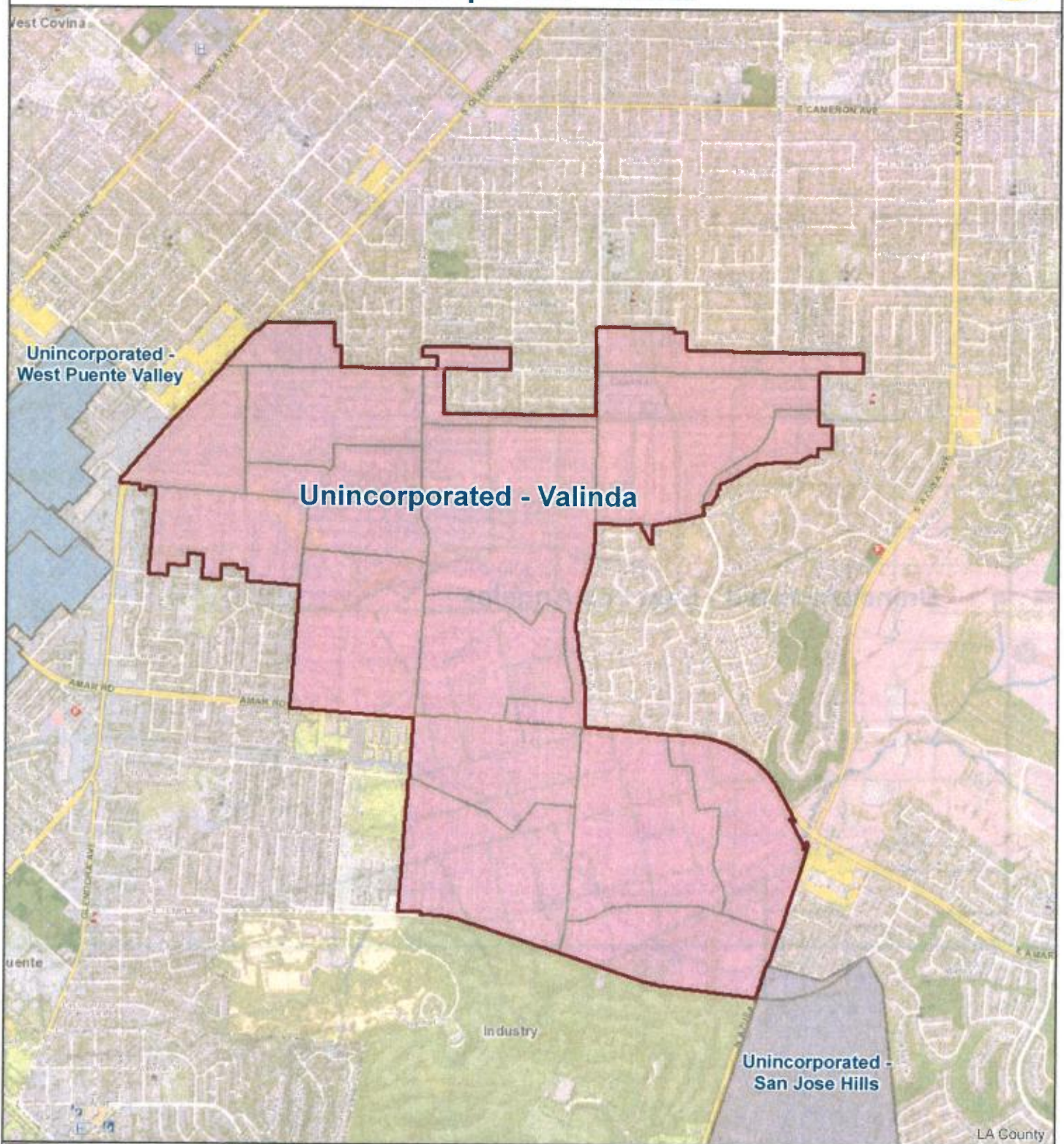






Board Approved Statistical Areas (BASA) Project 2015

Supervisory District 1

Unincorporated - Valinda



-  Supervisory Districts
-  Unincorporated - Valinda by Census Block Groups



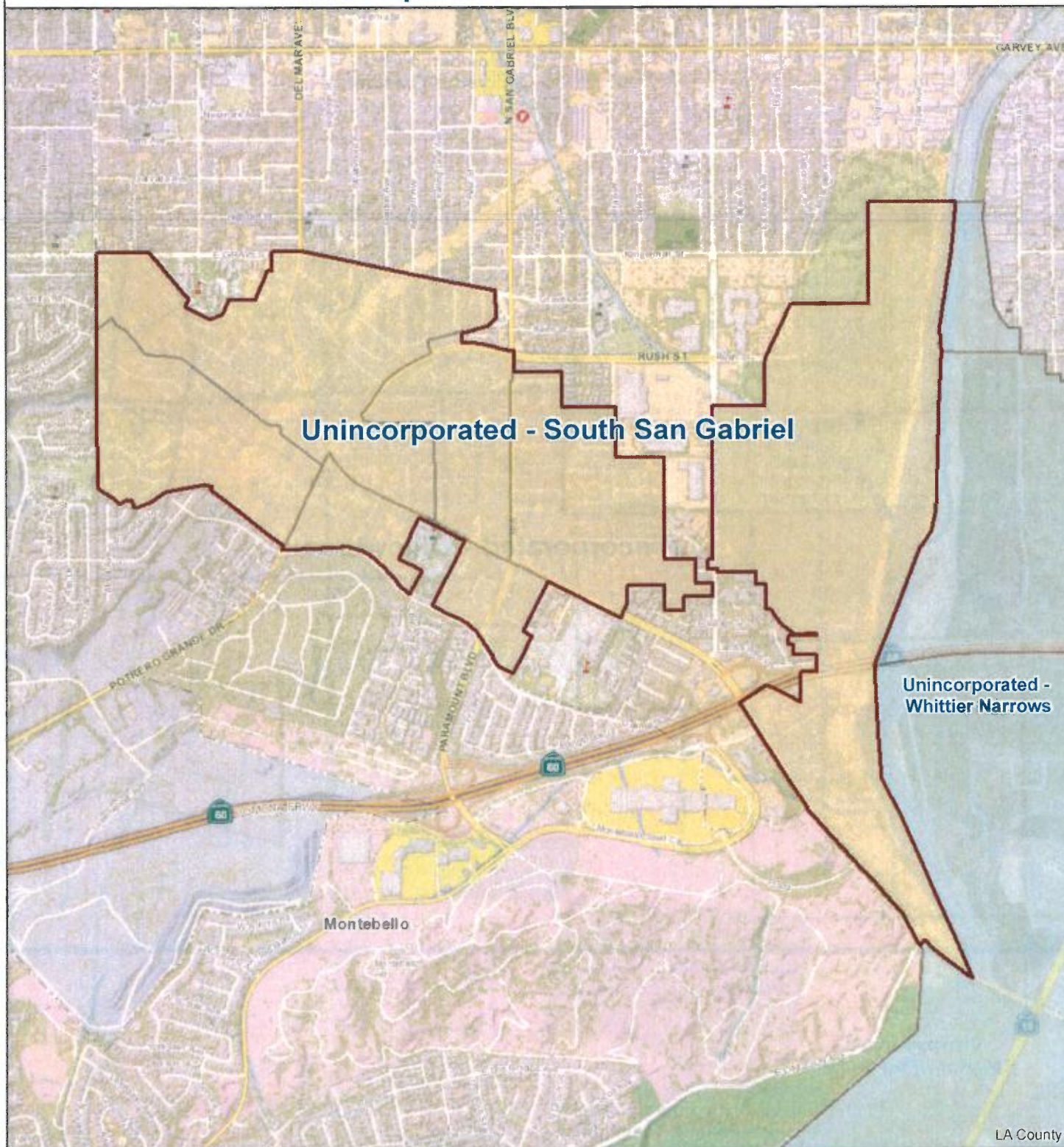
Los Angeles County Enterprise GIS Group
eGIS@lacoounty.gov
April 2, 2015





Board Approved Statistical Areas (BASA) Project 2015

Supervisory District 1

Unincorporated - South San Gabriel



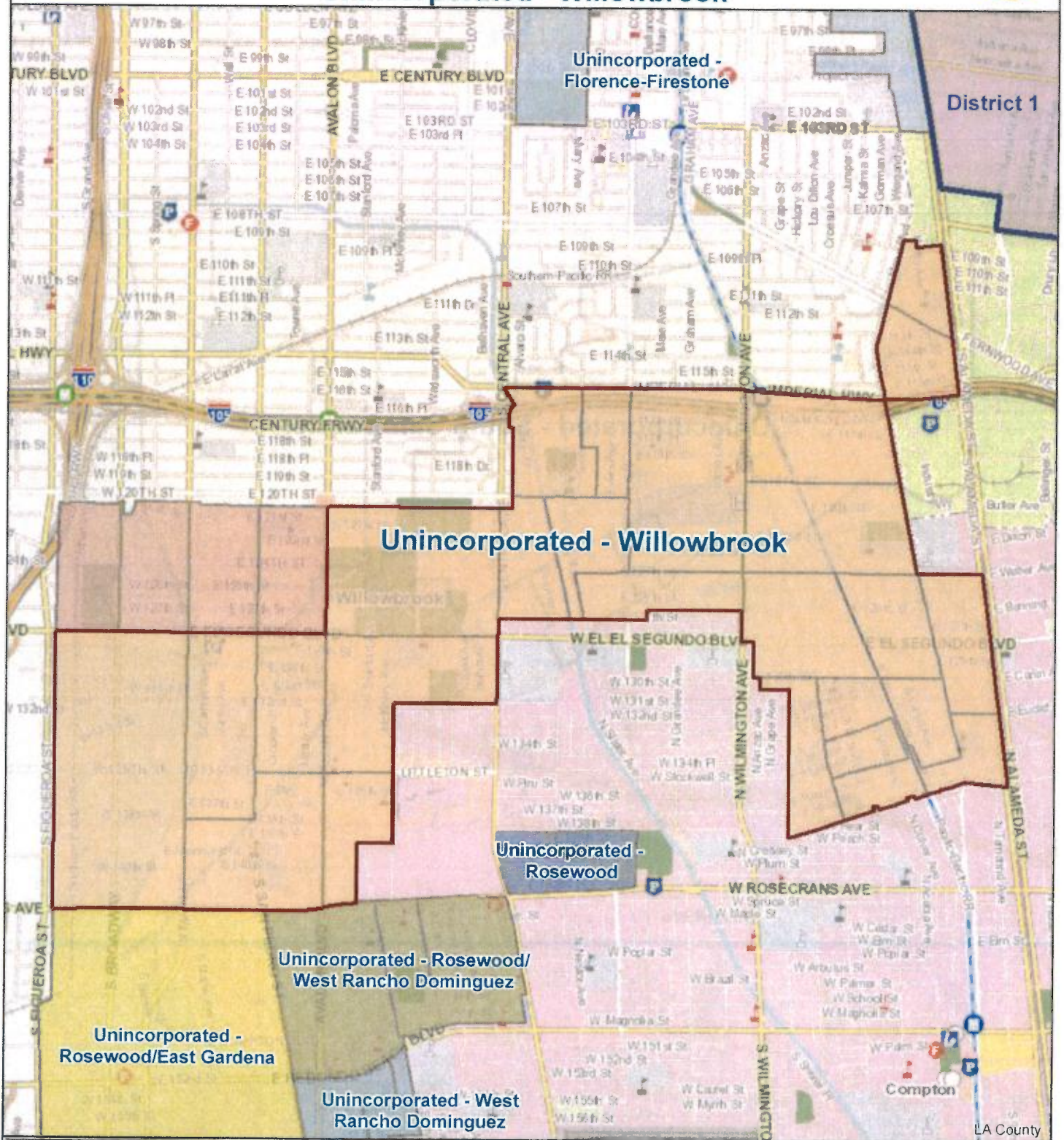
-  Supervisory Districts
-  Unincorporated - South San Gabriel by Census Block Groups



Los Angeles County Enterprise GIS Group
eGIS@lad.lacounty.gov
April 2, 2015



Board Approved Statistical Areas (BASA) Project 2015 Supervisorial District 2 Unincorporated - Willowbrook



- Supervisorial Districts
- Unincorporated - Willowbrook by Census Block Groups

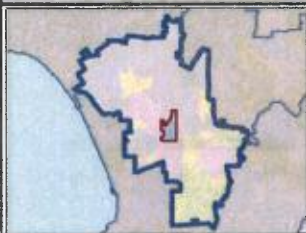
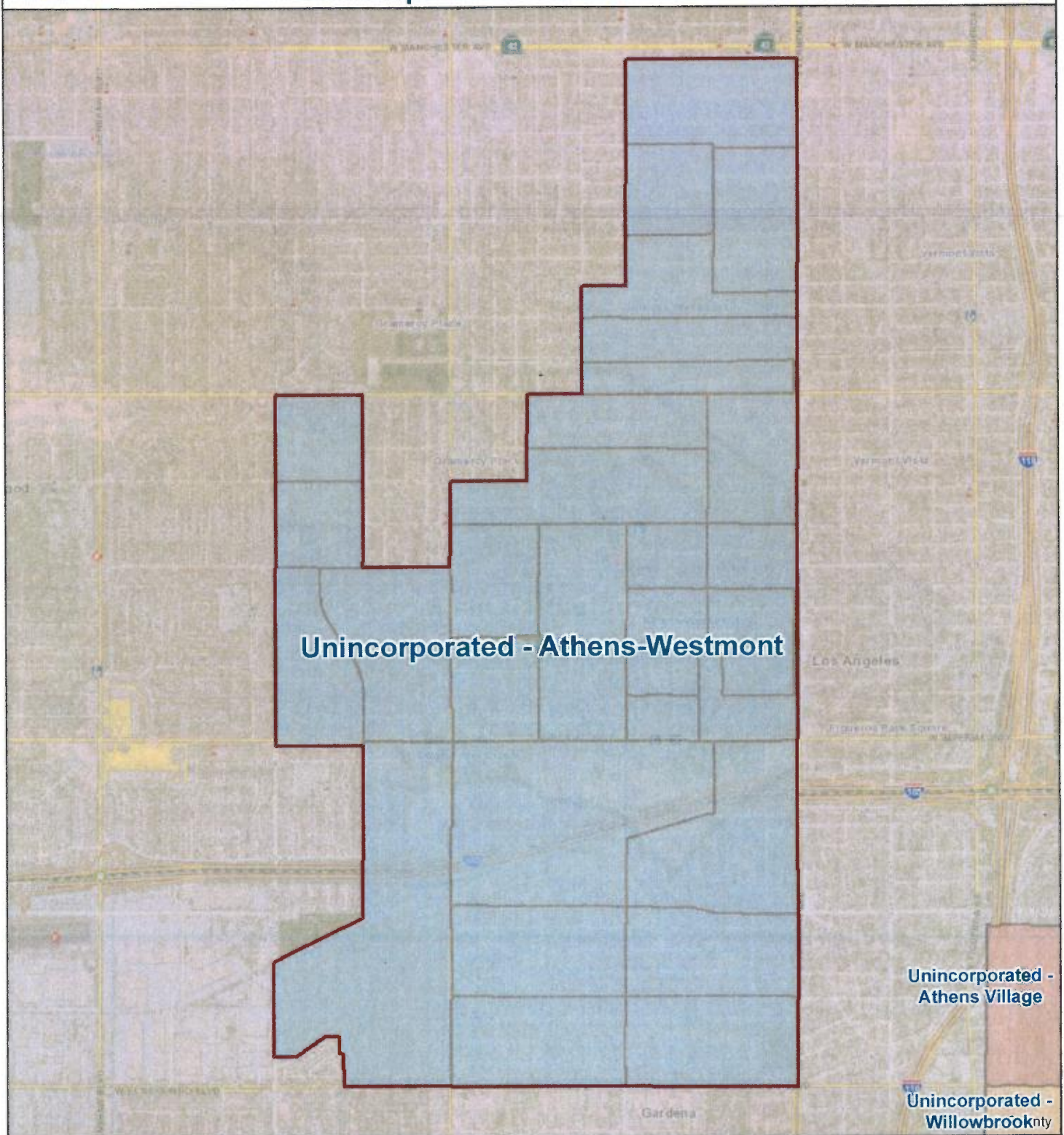






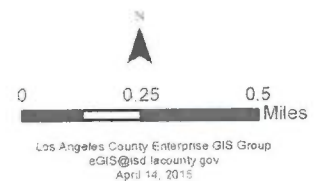
Board Approved Statistical Areas (BASA) Project 2015

Supervisory District 2

Unincorporated - Athens-Westmont



-  Supervisory Districts
-  Unincorporated - Athens-Westmont by Census Block Groups

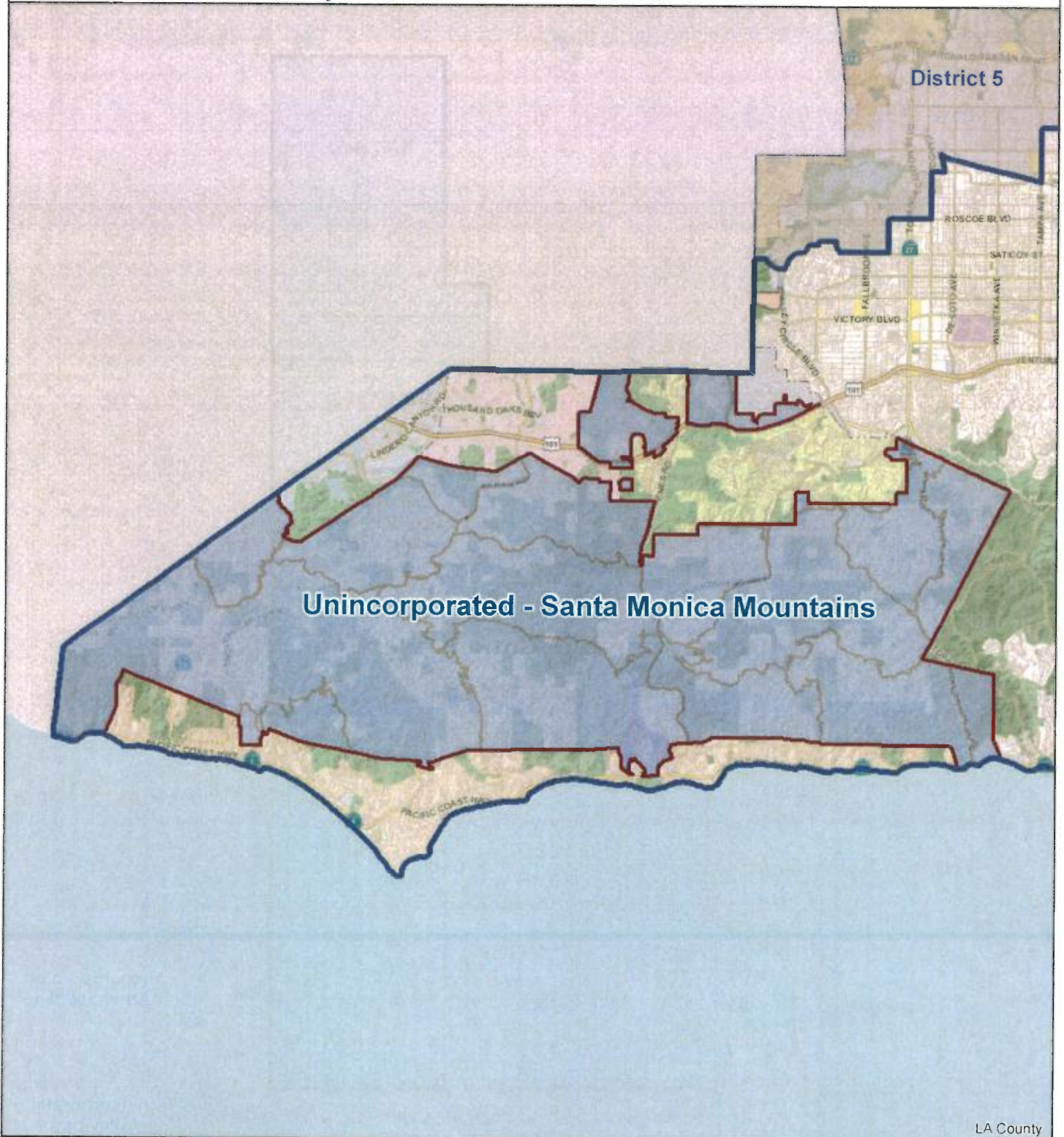




Board Approved Statistical Areas (BASA) Project 2015

Supervisory District 3

Unincorporated - Santa Monica Mountains



- Supervisory Districts
- Unincorporated - Santa Monica Mountains by Census Block Groups

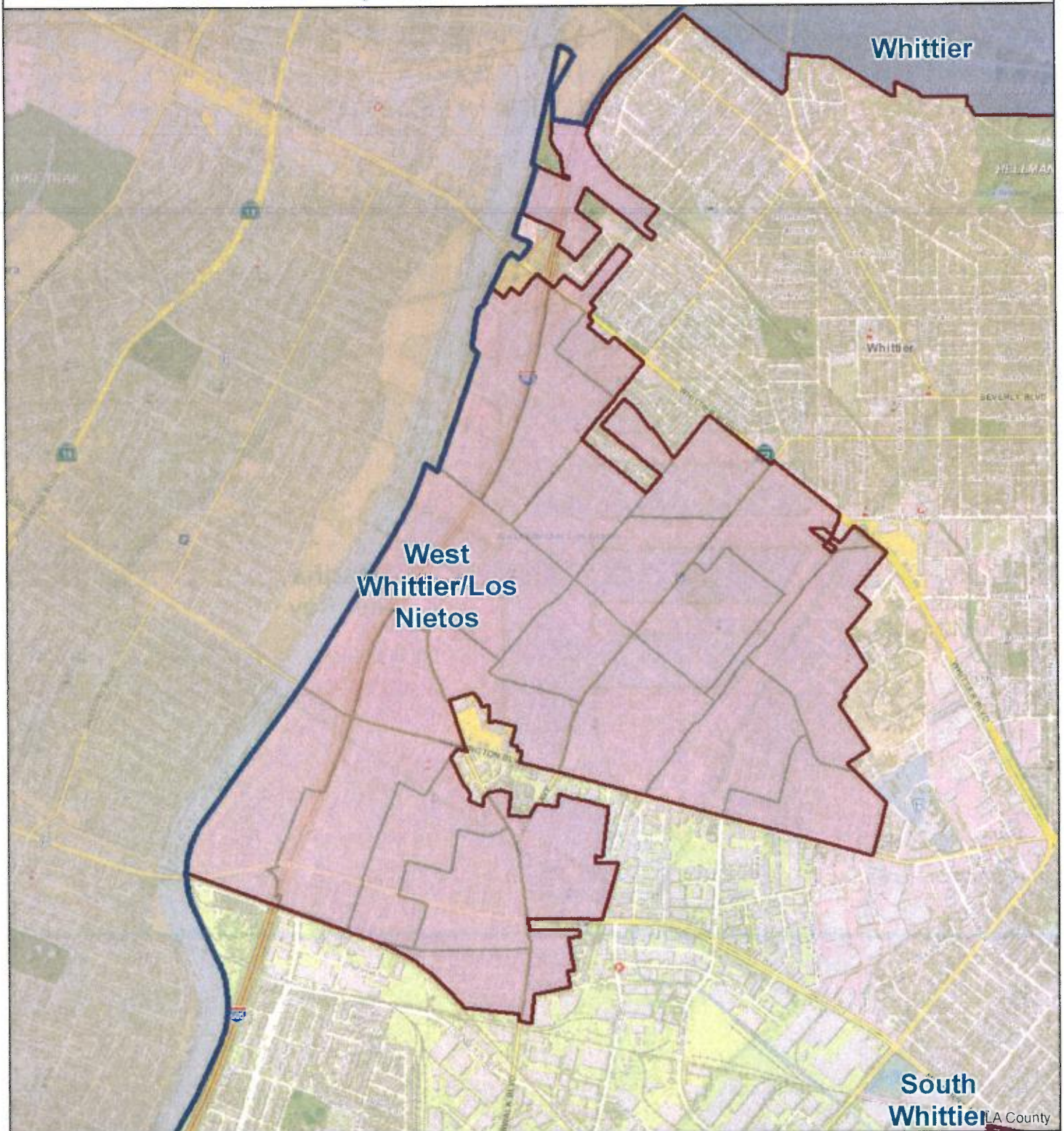




Board Approved Statistical Areas (BASA) Project 2015

Supervisory District 4

Unincorporated - West Whittier/Los Nietos



-  Supervisory Districts
-  Unincorporated - West Whittier/Los Nietos by Census Block Groups





Board Approved Statistical Areas (BASA) Project 2015



Supervisory District 4

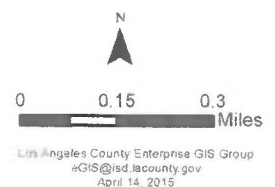
Unincorporated - Marina del Rey



LA County



-  Supervisory Districts
-  Unincorporated - Marina del Rey by Census Block Groups

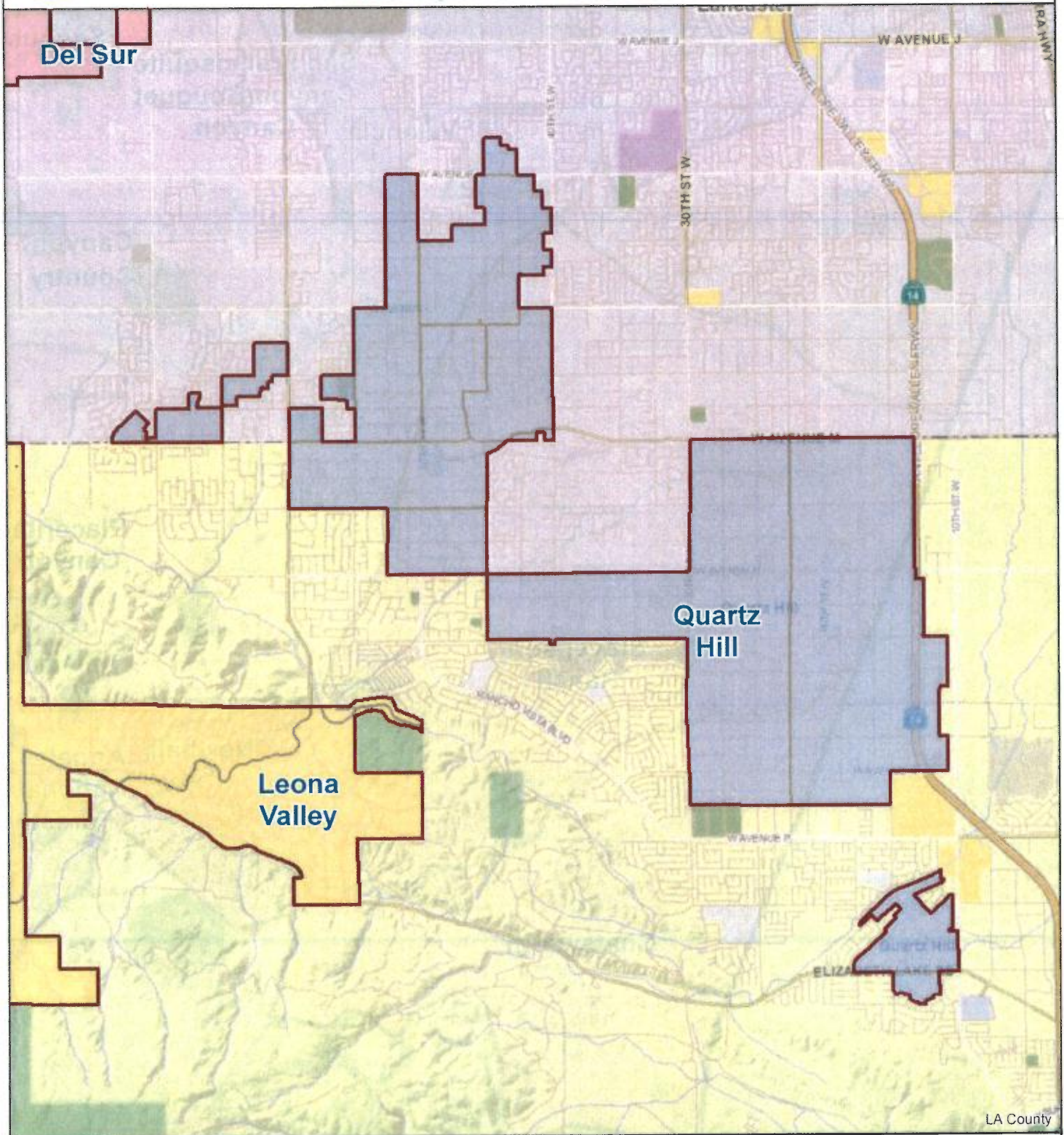






Board Approved Statistical Areas (BASA) Project 2015

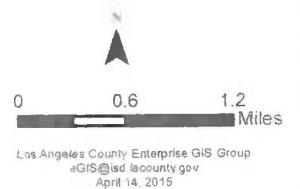
Supervisory District 5

Unincorporated - Quartz Hill



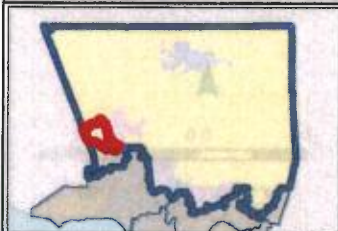
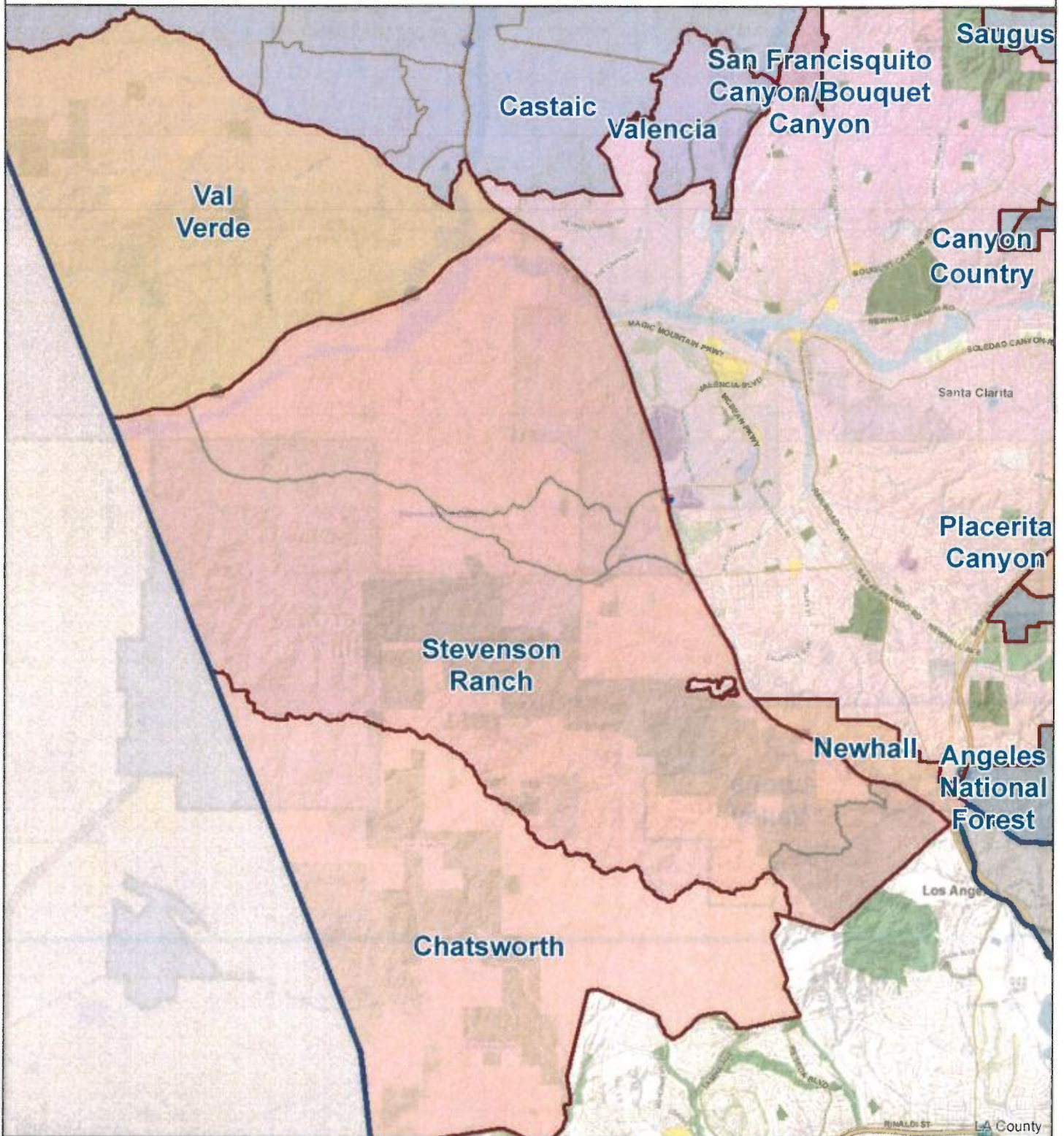
LA County



-  Supervisorial Districts
-  Unincorporated - Quartz Hill by Census Block Groups

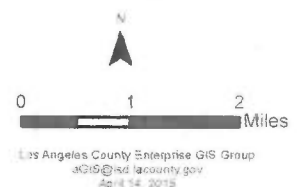




Board Approved Statistical Areas (BASA) Project 2015
Supervisory District 5
Unincorporated - Stevenson Ranch



-  Supervisory Districts
-  Unincorporated - Stevenson Ranch by Census Block Groups



ATTACHMENT V

September 16, 2016

Hon. Hilda Solis
Los Angeles County Supervisor
856 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Re: Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative

Dear Hon. Solis:

On behalf of the trade associations working to create and implement a robust campaign to educate Los Angeles County consumers on how to securely dispose of their medicines and medical sharps, the following is an update on the status of our program. We previously sent you a letter dated August 11 with a copy of our draft plan, and this letter provides an update on where we stand regarding the implementation of the June 14, 2016 motion to create and run a program.

The trade associations, who represent manufacturers of prescription medications, over-the-counter medicines and medical sharps, have demonstrated a concerted commitment to working with the County to implement the June 14th motion. Over the last several months, we engaged a local public relations and public affairs firm with significant experience running County educational programs to assist in the development and execution of this disposal program.

We have also developed a detailed plan to implement the motion, which includes development of key messages, identification and outreach to potential partners, public polling and survey development, earned and paid media activities, and the establishment of metrics to measure the effectiveness of the campaign.

Over the past several months, we have made a concerted effort to work with the County's EPR working group to implement the motion, including several in-depth conversations with the working group and a detailed review of our implementation plans. Despite our best and continued efforts, we have been unable to proceed with implementation because of the EPR working group staff's broad interpretation of the motion.

The EPR working group staff rejected the components of our plan, even though it fulfilled the intent of the motion and was in-line with the program that our associations explained in detail over the past year to you, your staff and the offices of the other Supervisors.

To implement a plan in a timely fashion and to reaffirm our commitment to the residents of Los Angeles County, we plan to launch the MyOldMeds campaign in Los Angeles in October. The campaign will include a public education component, including earned and paid media, as well as a survey of county residents about their awareness and current methods for securely disposing of their medicines and medical sharps.

We also anticipate requesting the involvement of each of the Supervisors and their offices in events and activities surrounding the launch and ongoing activities of the campaign.

We also will offer an unrestricted grant to the Sheriff's Department to help alleviate the burden of the current drug and sharps kiosk return program. While the Sheriff's Department has notified us that they will not participate in the 10 take-back days per quarter requested by the EPR working group, we are confident that this unrestricted grant will help the Department maintain its kiosks and continue to provide consumers a convenient way to dispose of their medicines and sharps.

While we are disappointed that the EPR working group is unwilling to work with us to find consensus on the plan, we are compelled to move forward with the MyOldMeds campaign to achieve our shared goal of educating Los Angeles County consumers on how to store and dispose of their medicines and sharps in an effort to change behavior. Additionally, this plan meets the provisions set forth in a motion approved by the Los Angeles County Board of Supervisors on June 14, 2016.

We welcome your feedback as we advance our shared objective and remain committed to working with the County and other stakeholders on this important project.

Sincerely,



CC: Ms. Jo-Ann Yanagimoto-Pinedo, Health Deputy
Ms. Teresa Villegas, Public Works Deputy

September 16, 2016

Hon. Mark Ridley-Thomas
Los Angeles County Supervisor
866 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Re: Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative

Dear Hon. Ridley-Thomas:

On behalf of the trade associations working to create and implement a robust campaign to educate Los Angeles County consumers on how to securely dispose of their medicines and medical sharps, the following is an update on the status of our program. We previously sent you a letter dated August 11 with a copy of our draft plan, and this letter provides an update on where we stand regarding the implementation of the June 14, 2016 motion to create and run a program.

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We welcome your feedback as we advance our shared objective and remain committed to working with the County and other stakeholders on this important project.

Sincerely,



CC: Mr. Winston A. Peters, Chief Deputy
Ms. Yolanda Vera, Senior Deputy for Health Advocacy and Chief Counsel
Ms. Karla Sayles, Health Deputy
Mr. Michael Hochman, Health Deputy

September 16, 2016

Hon. Sheila Kuehl
Los Angeles County Supervisor
821 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Re: Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative

Dear Hon. Kuehl:

On behalf of the trade associations working to create and implement a robust campaign to educate Los Angeles County consumers on how to securely dispose of their medicines and medical sharps, the following is an update on the status of our program. We previously sent you a letter dated August 11 with a copy of our draft plan, and this letter provides an update on where we stand regarding the implementation of the June 14, 2016 motion to create and run a program.

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Sincerely,



CC: Ms. Lisa Mandel, Chief Deputy
Ms. Maria Chong-Castillo, Public Works Deputy
Mr. Elan Shultz, Health Deputy

September 16, 2016

Hon. Don Knabe
Los Angeles County Supervisor
822 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Re: Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative

Dear Hon. Knabe:

On behalf of the trade associations working to create and implement a robust campaign to educate Los Angeles County consumers on how to securely dispose of their medicines and medical sharps, the following is an update on the status of our program. We previously sent you a letter dated August 11 with a copy of our draft plan, and this letter provides an update on where we stand regarding the implementation of the June 14, 2016 motion to create and run a program.

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We welcome your feedback as we advance our shared objective and remain committed to working with the County and other stakeholders on this important project.

Sincerely,



CC: Mr. Rick Velasquez, Chief of Staff
Mr. Richard Espinosa, Health Deputy

September 16, 2016

Hon. Mike Antonovich
Los Angeles County Supervisor
869 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Re: Los Angeles County Pharmaceutical & Sharps Safe Disposal Education Initiative

Dear Hon. Antonovich:

On behalf of the trade associations working to create and implement a robust campaign to educate Los Angeles County consumers on how to securely dispose of their medicines and medical sharps, the following is an update on the status of our program. We previously sent you a letter dated August 11 with a copy of our draft plan, and this letter provides an update on where we stand regarding the implementation of the June 14, 2016 motion to create and run a program.

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We welcome your feedback as we advance our shared objective and remain committed to working with the County and other stakeholders on this important project.

Sincerely,



CC: Ms. Kathryn Barger, Chief of Staff
Mr. Fred Leaf, Senior Health Deputy
Mr. Edel Vizcarra, Planning and Public Works Deputy

ATTACHMENT VI



To: County Supervisors, Los Angeles County Extended Producer Responsibility (EPR) Working Group and the Director of Public Health

Date: October 19, 2016

Re: Los Angeles County Pharmaceutical & Sharps Safe Disposal Initiatives

As per previous meetings and letters, the manufacturers of prescription medications, over-the-counter medicines and medical sharps remain committed to implementing Los Angeles County's June 14, 2016 motion to create and run a robust education campaign to help consumers better understand how to use, store and dispose of their medicines and medical sharps. To that end, we have planned, developed and launched a county-wide **campaign – MyOldMedsLA** – consistent with the messages and principles described by the federal government and our industries. Phase 1 of the campaign began on Monday, October 10, 2016 and will run through December 2016.

In addition, we remain committed to measuring and tracking county residents' awareness, knowledge and attitudes about medication/sharps disposal. The **MyOldMedsLA** campaign project has already designed, fielded, and analyzed a county-wide **survey** of residents to establish benchmark levels of awareness, knowledge and attitudes for future longitudinal assessment over the course of the entire campaign.

Furthermore, we remain committed to seeking ways to support law enforcement in providing additional take-back **events** throughout the unincorporated areas of the county.

Updated information and details about the campaign and survey are below:

1) STATUS UPDATE: EVIDENCE-BASED EDUCATION AND OUTREACH CAMPAIGN PLAN

The education and outreach campaign – **MyOldMedsLA** – is designed to help consumers avoid the potential mishandling, misuse and abuse of medicines and sharps throughout Los Angeles County. The campaign seeks to change perceptions, raise awareness, educate, motivate changes in behavior towards proper disposal and deliver measureable results.

Campaign Focus

The focus of **MyOldMedsLA** is consumer education and empowerment. This means providing consumers with information about why it is important and how to dispose of their medicines and sharps securely and efficiently. Specifically, this includes highlighting the many existing disposal resources in the County, such as retail drop-off sites, law enforcement collection centers, take-back days/events and other proper disposal options.

Campaign Approach

Overall, the **MyOldMedsLA** campaign strategic approach is built around these core principles:

1. A broad reaching bi-lingual (English and Spanish) education and outreach campaign promoting the right way to dispose of unwanted or expired medications and used medical sharps, and to pique residents' interest and motivation to visit www.MyOldMedsLA.com to learn about where and how.
2. Radio presence on Los Angeles including radio traffic/sports/news on 36 top English and Spanish stations (including KBIG, Univision's KLVE and NPR station KPCC to cover and saturate all 5 Supervisorial Districts and all 10 of the designated unincorporated areas provided by County staff.
3. High profile outdoor billboards in locations that span the 5 Supervisorial Districts.
4. Transit message coverage in highly trafficked Downtown Los Angeles via Union Station and the local bus line bus-backs (Dash).
5. Transit covering as many of the unincorporated areas as possible via bus-backs (LA DOT)
6. Local newspaper effort reaching all 10 of the designated unincorporated areas provided by County staff.

Campaign Message Theme

The **MyOldMedsLA** campaign messaging was developed to be simple and memorable, and to include all key messages important to stakeholders. Attachment 1 below serves as the guideline for all materials developed for this education and outreach campaign.

CONTENT

The campaign content is highly-engaging, relatable, effective and shareable in English and Spanish. It aims to capture and keep consumers' attention, and to ensure that the right messages are being delivered to the right audiences to prompt appropriate action.

CHANNELS

During Campaign Phase 1 (September to December 2016), we are leveraging multichannel, innovative communications platforms. Campaign channel strategies will include a campaign website and social media platforms, radio advertising, out-of-home advertising including place-based media, print advertising, bloggers and geo-targeted/geo-fenced targeted digital advertising and Google search, as well as significant earned media PSA placements and interviews.

STAKEHOLDERS

We are partnering with chain drug stores like Walgreens, independent pharmacies, doctors' offices, grocers, retailers, community and patient groups, senior centers, drug awareness coalitions and others. The goal: get information to consumers when they pick up their medicines and sharps or at key locations and events that reach the County's broad and diverse citizenry.

Campaign Materials

Following is an itemization of the campaign materials. Also see all materials and audio files in detail in this [DropBox folder](#).

MEDIA FLOW CHART

Schedule, frequency and reach of paid media.

	OCTOBER					SEPTEMBER					DECEMBER					Spots/Units	Total Impression
	11	1	8	15	22	29	6	13	20	27	4	11	18	25			
MYOLDMEDS - A25-G4																	
RADIO: 10-SECOND AND 15-SECOND TRAFFIC, WEATHER AND ENTERTAINMENT REPORTS																	
38 Stations in English and Spanish (includes KNX & KFI)			78x	70x	70x	70x	70x	70x	78x							468x	N/A
RADIO: GENERAL MARKET SPOT RADIO :30s*																	
1 Top Station (KBIG) with featured personality & station recorded spots			20x	20x	20x	20x										80x	2,581,000
RADIO: SPANISH LANGUAGE SPOT RADIO*																	
1 Top Station (KLVE) with featured personality & Station recorded spots			20x	10x	10x	10x										70x	1,812,080
KPCC :15s			12x	12x	12x	12x	12x									60x	724,900
OUTDOOR - Bus Exteriors																220x	23,180,375
OUTDOOR - Union Station Saturation																48x	1,220,680
OUTDOOR - Premium Bulletins																4x	7,038,032
PRINT - DOWNTOWN NEWS																1x	TBD
PRINT - 8 LOCAL NEWSPAPERS IN THE (10) UNINCORPORATED AREAS																8x	TBD
SEARCH																N/A	TBD

NEWSPAPER ADS

**- LEARN THE RIGHT WAY TO -
DISPOSE OF OLD MEDS
AND MEDICAL SHARPS**

National Prescription Drug Take Back Day - Saturday, October 22, 10AM-2PM



MyOldMedsLA.com

**- LEARN THE RIGHT WAY TO -
DISPOSE OF OLD MEDS
AND MEDICAL SHARPS**



MyOldMedsLA.com

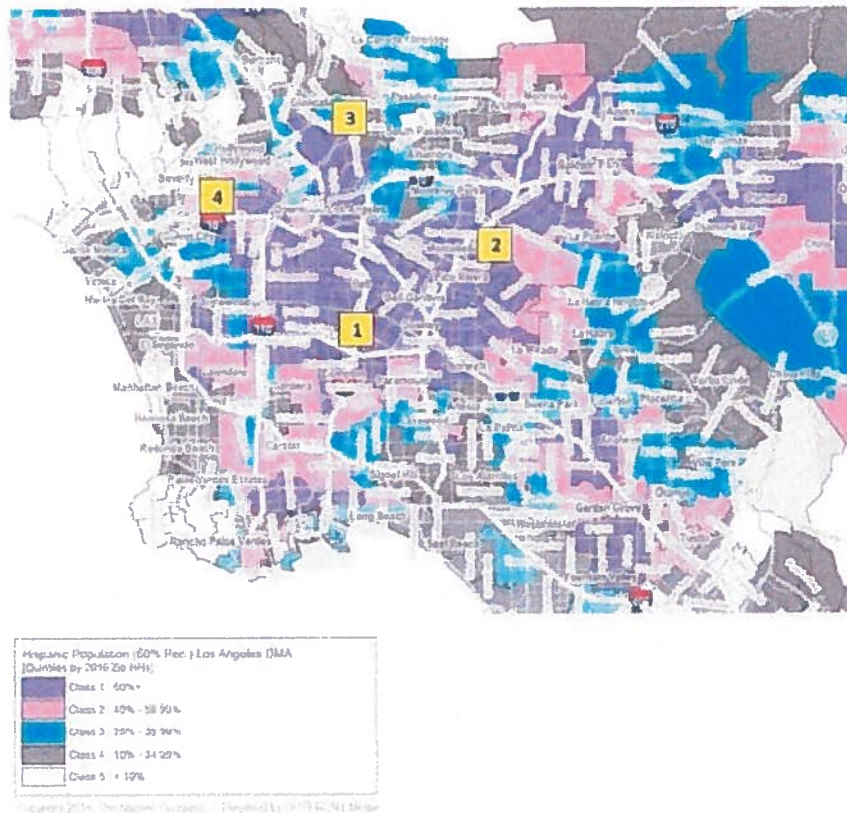
BILLBOARDS

These billboard ads have been placed in high profile locations that span the Supervisorial Districts.



BILLBOARD MAP

The above our billboard ads have been placed in the following high profile locations that span the Supervisorial Districts.



BUS-BACKS



- LEARN THE RIGHT WAY TO -
**DISPOSE OF OLD MEDS
AND MEDICAL SHARPS**

MyOldMedsLA.com



— APRENDE LA MANERA CORRECTA DE —
**DESECHAR MEDICAMENTOS VENCIDOS Y
ELEMENTOS MEDICOS PUNZOCORTANTES**

MyOldMedsLA.com

BUS ROUTES

WEEKDAY SCHEDULE/ HORARIO DE DÍA LABORABLE

ROUTE/ RUTA A	Every/ Cada 7 minutes from/ minutos de	6:00 AM - 6:30 PM
ROUTE/ RUTA B	Every/ Cada 8 minutes from/ minutos de	5:50 AM - 6:30 PM
ROUTE/ RUTA D	Every/ Cada 5 minutes from/ minutos de then every/ entonces cada 15 minutes from/ minutos de	5:50 AM - 6:00 PM 6:00 PM - 7:00 PM
ROUTE/ RUTA E	Every/ Cada 5 minutes from/ minutos de	6:30 AM - 7:00 PM
ROUTE/ RUTA F	Every/ Cada 10 minutes from/ minutos de then every/ entonces cada 20 minutes from/ minutos de	6:30 AM - 5:50 PM 5:50 PM - 6:30 PM

UNION STATION BACK-LIT DIORAMAS



RETAIL MAGNETS

3.5 inches X 2 inches



RADIO SPOTS

Click below to hear over 11 different English and Spanish radio audio spots, each running with great frequency on targeted stations through the duration of the campaign. All files are also located here in this [DropBox folder](#):



my old meds 1.mp3

Campaign Planning and Roll-Out Timeline **AUGUST 2016** –

PLANNING AND PREPARATION

- Pre-campaign research recruitment and questionnaire development (Task completed)
- Meeting with the Sheriff's Department regarding the take-back events (Task completed)
- Media planning, negotiation and buys (Task completed)
- Building and personalizing the MyOldMedsLosAngeles.com website and materials (Task completed)
- Research and production of branded tchotchkes/premium giveaway items (Task completed)
- Flighted :30, :15 and :10 radio message development outlining the "Why" (Task completed)
- Develop and buy outdoor (billboard and transit) ads (Task completed)
-
- Identification and outreach to organizations for partnership and disbursement of collateral materials (Task completed)
- Research and identify key community events in which to participate (Task completed)

SEPTEMBER – PHASE 1 CAMPAIGN LAUNCH

- Ongoing identification and outreach to organizations for partnership and distribution of collateral materials (Task completed)
- Begin radio traffic:15 and :10 messages (Task completed)
- :30 flighted radio and radio station spokesperson integration (Task completed)
- Geo-fenced digital and Google search (Task completed)
- Inaugural campaign launch event (In deference to county concerns, this event was postponed)

OCTOBER

- Ongoing identification and outreach to organizations for partnership and disbursement of collateral materials (In process)
- Flighted radio traffic :15 and :10 messages (Task completed)
- :30 flighted radio and radio integration (Task completed)
- Out-of-home (bus tails) (Task completed)
- In doctor's offices/County health facilities/Clinics/Supervisor offices (In process)
- Geo-fenced digital and Google search (Task completed)

NOVEMBER

- Ongoing identification and outreach to organizations for partnership and distribution of collateral materials
- Geo-fenced digital and Google search
- Development of post-campaign research recruiting and questionnaire development

DECEMBER

- Post-Phase 1 campaign research study and final report

2) STATUS UPDATE: SUPPORT FOR QUARTERLY TAKE-BACK DAYS / EVENTS

We remain committed to addressing the diversion, misuse and abuse of medicines and sharps in the County. The biopharmaceutical and medical technology industry has a strong history of supporting partnerships that educate consumers about secure use, storage and safe disposal of medicines and medical sharps, which can help prevent diversion and promote safety.

While the Los Angeles County Sheriff was unwilling to accept our grant offering to conduct additional take-back events in the county, we continue to search for alternative options in meeting the same goal. Our associations are non-profit advocacy organizations that do not produce medicines or other covered products. For purposes of DEA rules regulating take-back, none of our associations is covered or able to register with DEA for purposes of carrying out take-back activities. Accordingly, the only compliant way for our entities to directly assist the county in physical take-back activities would be through grants and other in-kind contributions to county-lead efforts. To that end, we are willing to immediately commit up to \$200,000 in grant funding to further the county's take-back event goals. We will use our education campaign, described in detail above, to promote these events to residents across the county and encourage their participation.

3) STATUS UPDATE: BENCHMARKS AND OUTCOME MEASUREMENT PLAN

The **MyOldMedsLA** campaign is utilizing several key metrics to pre-measure LA residents' knowledge, awareness, attitudes and behaviors regarding disposal via a county-wide survey. We plan to continue measuring and monitoring with ongoing surveys to ensure we are meeting stated objectives.

Surveys and Benchmarks

Via a third party resource – Strata Research – the campaign surveyed county residents on public awareness, knowledge, attitudes and behaviors regarding the importance of proper medication disposal. The pre-campaign survey is complete. The survey included 500 people representative of Los Angeles County via an online survey. Please see the complete survey top-line results here in this [DropBox folder](#).

Sample questions included the following in addition to others that the selected research firm recommended.

- What are the appropriate and safest ways to dispose of unused medicines?
- What are the appropriate and safest ways to dispose of sharps?
- Do you believe that putting unused medicine down the toilet or sink is harmful to the environment?
- What do you usually do with medicines that are out of date or that you no longer need?
- What are all the ways you or a family member disposes of sharps?

In Phase 1, we have already conducted a survey to establish benchmark measurements of current levels of awareness, knowledge and attitudes. Key measures include:

1. Awareness about Disposal:
 - Increased awareness of the need and importance of proper disposal for expired or unwanted medicines and sharps.

2. Knowledge about Proper Disposal:
 - Improvement of consumer knowledge and understanding of the appropriate ways and resources to dispose of sharps and unwanted medicines.
3. Attitudes about Disposal:
 - Improvement of consumer attitudes and willingness to use appropriate ways to dispose of sharps and unused medicines.

Other campaign success benchmarks might also include:

- The weighing of collections for medications and sharps at each of the take-back events wherever possible.
 - Of note and in accordance with Federal law, the boxes cannot be opened and their contents counted.
 - Sharps have very little weight and weighing may not be the best representation.
- A count of the number of people who return their medications/sharps during the quarterly take-back day/events.
- The number of paid and earned media impressions.

Additionally, we plan to monitor and report metrics on:

- Website traffic and click through rates from ads
- Online and social media engagement tracking
- Partnerships and materials distribution
- Earned media placements and key message pull-through

Yearly Best Practices Meeting

In addition to ongoing measurement and reporting of campaign outcomes, the campaign team will host annual meetings with Supervisors, their staff and County staff to evaluate metrics and discuss additional ideas, approaches and/or course corrections.

We look forward to continuing to work with the County on this important project.

Wanda Moebius, Executive Vice President, Public Affairs
Carrie Hartgen, Vice President, State Government Relations and Regional Affairs
Advanced Medical Technology Association (AdvaMed)

Mike Tringale, Senior Director, Communications & Public Affairs
Carlos I. Gutiérrez, Senior Director and Head of State & Local Government Affairs
Consumer Healthcare Products Association (CHPA)

George Goodno, Director of Communications
Biotechnology Innovation Organization (Bio)

Steven Arnoff, Associate Director of Communications
Generic Pharmaceutical Association (GPhA)

Priscilla VanderVeer, Deputy Vice President, Communications
Pharmaceutical Research and Manufacturers of America (PhRMA)

ATTACHMENT 1 – Messaging Framework
ATTACHMANT 2 – CBO Partner List
SEE ALSO -- DropBox Folder of Campaign Materials

ATTACHMENT 1

MESSAGING FRAMEWORK

Target Audience	Los Angeles County residents who use medicines and sharps in their home			
Focus	While medicines and sharps play an important role in our society because they assist in the treatment of disease, they must only be used as prescribed/directed and disposed of with care.			
Desired Takeaway	Better understanding and an increase in motivation to properly dispose of unused, expired or unwanted medications and sharps.			
Message Pillars	Each message theme will incorporate a related action that consumers can take to help keep them, their families and their communities safe.			
#1 Disposal		#2 Take-Back Days/Events Promotion	#3 Safety / Adherence / Storage	
There are easy and convenient ways to safely and securely dispose of medicines and sharps as soon as they are expired, are used or are no longer needed.	Sharps: It is against the law in California to dispose of sharps in the trash. There are a number of existing programs where the public can safely dispose of their sharps.	Special quarterly take-back days/event locations are easy and convenient ways to safely and securely dispose of medicines and sharps as soon as they are expired, are used or are no longer needed.	It is critically important to take all medicines as prescribed or as indicated on labels for nonprescription medicines.	When medications are taken correctly, there is less medicine in our homes to become a potential threat.
The campaign will highlight the numerous existing collection or drop-off options in throughout LA County found at retail, law enforcement sites and via special take-back events/days.	The sharps disposal sites in LA County can be identified by accessing dpw.lacounty.gov . Pharmaceutical and device manufacturers also provide resources on how to dispose of their sharps (resources links will be included).		Store medications securely to prevent accidental ingestion or misuse.	When taking medicines, always follow the recommended dosage instructions and, with prescription medicines, finish the medication unless otherwise directed by a physician.
Existing Voluntary Community Drop-Off Programs: Community drop-off (or "take-back") locations allow the public to bring unused, unwanted or unneeded medication to a centralized location for collection and disposal.	In-Home Drug Disposal: Campaign messaging will not reference in-home disposal directly but may include secondary language indicating that there are other disposal options available via the DEA, FDA and EPA websites.		Keep your medicines up and away and out of reach and sight to prevent accidental ingestion by children, teenagers, visitors and pets, as well as to prevent use of these medicines by anyone other than the person for whom they are intended.	When medicines are misused or fall into the wrong hands, it can be the result of medications not being properly stored.
When looking for a community collection program in your area, only seek out programs that are structured to prevent theft or diversion of unused medication and protect patient privacy.			Expired and unwanted medicines and sharps should be used, stored or disposed of with care.	

ATTACHMENT 2

AGENCIES AND NON-PROFIT/CBO PARTNERS

AltaMed Health Services Corporation
American Diabetes Association
Antelope Valley Community Clinic
Brotherhood Crusade
Community Based Organizations
California Grocers Association
California Pharmacists Association
California Retailers Association
Central City Association
Children Youth and Family Collaborative
Clinica Msr. Oscar A. Romero
Community Clinic Association of LA
Community Coalition
Hospital Association of Southern CA
Koreatown Youth and Community Center
Latino Diabetes Association
Latinos Against Alzheimer's
League of United Latin American Citizens
Los Angeles Aging Advocacy Coalition
Los Angeles Chamber of Commerce
Los Angeles Community Action Network
Los Angeles County BizFed
Los Angeles Metropolitan Churches
Mexican American Opportunity Foundation
National Association of Chain Drug Stores
Product Management Alliance
South Asian Network
South Central Family Health Center
Southern Christian Leadership Conference
St. John's Well Child & Family Center
The Whole Child
UMMA Clinic
United Cambodian Community of Long beach
Vamos Unidos
Venice Family Clinic
VICA
Watts/Century Latino Organization
Watts Health

ATTACHMENT VII

Review of Pharmaceutical
October 19, 2016 Letter

The Industry has launched its education and outreach campaign without approval of the Director of DPH for its plan and has failed to launch any take-back event days since the June 14, 2016 Board Motion. The EPR Working Group does not anticipate that the Industry will seek the Director's approval of an education and outreach campaign or implement any take-back event days in the ten selected unincorporated areas.

The following concerns were identified during the review of Industry's letter:

- Industry states that they remain committed to implementing the "June 14, 2016 motion to create and run a robust education campaign" however they neglect to:
 1. Acknowledge that the motion required that the education and outreach campaign must be approved by the Director of Public Health; and
 2. The motion also required that Industry run take-back event days.
- Industry states that the County-wide campaign, MyOldMedsLA is consistent with the messages and principles described by the federal government and their industries. At the October 12th Health Cluster meeting, the Industry assured the County that their messaging had removed the "in-home" disposal language in the campaign; however, the website still contains "in-home" disposal information. The Federal Government's recommendations for in-home disposal are only for certain medications that are extremely dangerous, and this method is only recommended for immediate disposal for the safety of family and pets.
- Industry indicated at the October 12th Health Cluster meeting that their campaign would be launched on October 19th; however the campaign had been launched on October 10th, prior to the Health Cluster meeting
- The Industry designed, fielded and analyzed a countywide survey of residents to establish benchmark levels of awareness, knowledge and attitudes for future assessment. However, as stated in the Board motion, the EPR Working Group was responsible for reporting benchmarks that measure the effectiveness of the education and outreach campaign and the take-back event days. Contrary to the Board's intent, the EPR Working Group was excluded from this process. In the Director of Public Health's (DPH) letter of June 29, 2016, the Industry was provided the requirements for developing the benchmarks and outcome measurement plan, including the specific requirement that the "Draft survey questions must be approved by the Director of Public Health for review and comment prior to dissemination to the public."
- The Industry's "Campaign Focus" stated in their letter was to highlight the many existing disposal resources in the County including law enforcement (Sheriff)

collection centers, take-back days/events (Public Works) and other “proper” disposal options (such as “in home” disposal). It did not include any additional collection options to ensure safe, convenient, and sustainable disposal options as specified in the August 2015 Board motion.

1. Based on the County’s concern regarding the overburdening of County disposal options, particularly Sheriff stations, the Industry indicated to the Health Cluster deputies that they would not advertise Sheriff’s stations and other County facilities. However, that is not the case. The industry promoted the Sheriff’s collection sites on its site, DPW’s HHW e-waste collection events, and the Public Health Offices. In addition, they also promoted the Walgreen’s take-back kiosks located in Los Angeles County, none of which are located in the unincorporated areas.
 2. As indicated above, “in-home” disposal is also suggested as an option by Industry.
 3. Although Industry indicated that take-back locations would be at a number of city police stations, (Covina, Long Beach, Pomona, and 2 in Los Angeles), their website states that these locations are to be determined and therefore, the primary locations are all County facilities.
- The Industry’s stated “Campaign Approach” is to promote the “right way” to dispose of unwanted or expired medications and used medical sharps; however as stated above the Board has made it clear to Industry on several occasions that they do not view “in-home” disposal as the “right way”.
- Media Outreach:
1. Although the 4 billboard locations are not identified by address; none of them appear to be in the unincorporated areas.
 2. The transit messaging is all in the City of Los Angeles, generally serving the downtown area (Dash buses and the “highly trafficked Downtown Los Angeles via Union Station”), and may not reach unincorporated area residents.

It is unknown whether the selected radio stations are serving the demographics of the unincorporated communities.

- Local newspapers selected by Industry:
1. Do not address 3 of the 10 communities identified for take-back events, Topanga (Topanga Messenger), East LA, the most populous unincorporated community, (East LA Tribune, Eastside Journal, Eastside

Sun, La Opinion), and Willowbrook (The Wave and Los Angeles Watts Times).

2. The following additional publications serve the unincorporated areas and were not included by Industry:
 - Antelope Valley - Acton/Agua Dulce News and AV Journal.
 - Valinda area - La Puente Valley Journal.
 - Stevenson's Ranch - The Newhall Signal.
 3. The Downtown News does not serve any of the unincorporated communities.
- Stakeholders identified by Industry included:
1. Walgreens: The 24/7 Walgreens collection kiosks do not serve the unincorporated areas.
 2. Independent pharmacies: no locations provided.
 3. Doctors, grocers, retailers, community and patient groups, senior centers, and drug awareness coalitions. Without details on names or locations of these stakeholders, it cannot be determined if they are serving the unincorporated area constituents.
- "Campaign Planning and Roll-Out Timeline": All of the activities indicating "Task completed" were done separate and apart from the EPR Working Group and stakeholders other than the meeting with the Sheriff's Department. There is no detailed information provided on the tasks to evaluate.
- Quarterly Take-Back Event Days: Industry states that they are searching for alternative options; however they continue to state that the only compliant way to assist the County in take-back activities is through a grant.
1. The Industry continues to see this as a County take-back program.
 2. The MyOldMedsLA website under "Community Disposal Programs" states that "Local drug collection and disposal programs led and managed by communities and law enforcement offer another responsible way to dispose of unused prescription medication." Messaging that the programs should be "led and managed" by law enforcement and the community is contradictory to the Board approved Extended Producer Responsibility policy adopted in 2008.

- Survey and Benchmarks were identified using a third party selected by Industry without County input. Since Industry continues to essentially promote only County-funded disposal options and “in-home” disposal, it is very likely that their measurement of “appropriate” disposal in the survey it conducted, as well as the methods utilized, were limited and/or flawed. The actual results of the survey, questions posed, methodology and other details were not shared with the County for their review and analysis.
- The agency and Non-Profit/CBO Partners, as stated in earlier County communications to the Industry, are for the most part not groups that serve the unincorporated area constituents. Most of the groups listed serve the City of Los Angeles.

Rev: 10/24/16

ATTACHMENT VIII

Walgreens Collects more than 10 Tons of Unused Medications as it Reaches Goal of Installing Safe Medication Disposal Kiosks in 500 Pharmacies Throughout the U.S.

DEERFIELD, Ill., October 18, 2016 - Walgreens today announced it has reached its goal of installing more than 500 safe medication disposal kiosks this year at its pharmacies in 35 states and Washington D.C. The program, first announced in February, is the first ongoing national effort of its kind by a retailer to combat drug abuse and will expand to two additional states, Nevada and Maryland, by early November.

Since the installation began earlier this year, more than 10 tons of medication have been collected and safely disposed. The kiosks provide a year-round, safe and convenient way to dispose of unwanted, unused or expired prescriptions, including controlled substances, and over-the-counter medications at no cost.

Safe medication disposal kiosks are available during regular pharmacy hours (24 hours a day at most kiosk locations) and offer one of the best ways to ensure medications are not accidentally used or intentionally misused by someone else.

(An interactive map of stores with a safe medication disposal kiosk is available at Walgreens.com/CombatDrugAbuse)

In addition to offering a year-round solution for individuals to dispose of their medications, Walgreens continues to participate in DEA sponsored National Prescription Drug Take Back Days, serving as a collection point in communities for law enforcement to collect unwanted, unused or expired medications for safe disposal. The next DEA sponsored National Prescription Drug Take Back Day will be held on Oct. 22.

Walgreens has also made naloxone, a lifesaving opioid antidote, available without requiring a prescription in more than 3,800 pharmacies in 20 states in accordance with state pharmacy regulations. Next week, Walgreens will begin offering naloxone without a prescription at pharmacies in Colorado, Oregon and Utah and will continue to make the medication more accessible and easier to obtain in states where regulations allow.

"Walgreens has taken an important first step to reduce the misuse of medications throughout the country and curb the rise of overdose deaths," said Richard Ashworth, Walgreens president of pharmacy and retail operations. "We are committed to being part of a comprehensive solution to reverse this epidemic and will continue our effort to make naloxone more accessible and easier to obtain."

In states where a prescription is required for naloxone, Walgreens is available and eager to work with regulators to help update rules to allow for dispensing without a prescription. When implementation of the program is complete under current state pharmacy regulations, naloxone will be available without requiring a prescription in more than 7,000 of Walgreens nearly 8,200 stores.

When naloxone is dispensed instructions are provided on how to administer the medication, which includes calling 911 as naloxone is not a substitute for medical care, and anyone who is administered the medication should seek immediate medical attention.

Drug abuse continues to be a public health and safety risk. More Americans die every day from drug overdoses than from motor vehicle crashes, according to the Office of National Drug Control Policy. According to the Substance Abuse and Mental Health Services Administration's 2015 National Survey on Drug Use and Health, nearly 19 million Americans misused a prescription drug in 2015 ¹. More than half of individuals who misused a prescription drug obtained it from a friend or relative.²

States where Walgreens Safe Medication Disposal Program has been implemented:

Alabama, Arkansas, Arizona, California, Colorado, District of Columbia, Florida, Idaho, Illinois, Iowa, Indiana, Kansas, Kentucky, Maine, Maryland*, Massachusetts, Michigan, Mississippi, Montana, Nebraska, New Mexico, New York, North Carolina, Nevada*, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin

*Installation has begun and is expected to be complete in early November.

States where Walgreens offers naloxone without requiring a prescription:

Alabama, Colorado*, Idaho, Illinois, Indiana, Maryland, Massachusetts, New Hampshire, New Jersey, New Mexico, New York (including Duane Reade pharmacies), North Carolina, Ohio, Oklahoma, Oregon**, Pennsylvania, Rhode Island, Texas, Utah*, Vermont, Virginia, Washington, Wisconsin

*Will begin offering naloxone without requiring a prescription on Monday, Oct. 24.

**Will begin offering naloxone without a prescription on Wednesday, Oct. 26.

About Walgreens

Walgreens (www.walgreens.com), one of the nation's largest drugstore chains, is included in the Retail Pharmacy USA Division of Walgreens Boots Alliance, Inc. (NASDAQ: WBA), the first global pharmacy-led, health and wellbeing enterprise. More than 8 million customers interact with Walgreens each day in communities across America, using the most convenient, multichannel access to consumer goods and services and trusted, cost-effective pharmacy, health and wellness services and advice. Walgreens operates 8,173 drugstores with a presence in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands. Walgreens omnichannel business includes Walgreens.com and VisionDirect.com. More than 400 Walgreens stores offer Healthcare Clinic or other provider retail clinic services.

¹ Substance Abuse and Mental Health Services Administration's 2015 National Survey on Drug Use and Health
<http://www.samhsa.gov/data/sites/default/files/NSDUH-FFR2-2015/NSDUH-FFR2-2015.htm>

² Substance Abuse and Mental Health Services Administration's 2015 National Survey on Drug Use and Health
<http://www.samhsa.gov/data/sites/default/files/NSDUH-FFR2-2015/NSDUH-FFR2-2015.htm>

View source version on businesswire.com: <http://www.businesswire.com/news/home/20161018005455/en/>